

# REENA SINGH

*(Ph.D\*, MBA, M.A. (Eng.))*

Contact no: - +91- 9012228404

E-mail:- reena.mgmt@gmail.com

Profile URL: - <https://scholar.google.com/citations?hl=en&user=drA4GGwAAAAJ>



---

## **OBJECTIVE:-**

To establish myself in the field of education and to utilize my skills and experience to help students to achieve high improvements in professionals/academics.

## **AREA OF SPECIALIZATION**

- Human Resource Management
- Performance Management System
- Marketing Management
- Women Empowerment

## **EXPERIENCE**

- Approx. 10 years as Assistant Professor, in Department of Management, Institute of Business Studies, Ch. Charan Singh University, Meerut (INDIA).

## **SUBJECTS/ PAPERS TAUGHT**

- Marketing Management
- International Business Environment
- Business Law
- Environment and Ethics
- Entrepreneurs and small scale industries development
- Human Resource Management
- Business Communication
- Supply Chain Management
- International Business
- Cross Culture Management
- Sales management

## RESEARCH DETAILS

- Paper presented on **Women Entrepreneur in Small Scale Cottage Industries** in National Seminar held on 5-6<sup>th</sup> Feb, 2011 at Deptt. of Economics, D.N College, Meerut.
- Paper presented on **Impacts of Recession on Indian Economy** in National Seminar held on 13 – 14<sup>th</sup> March, 2011 at Deptt. of Economics, Merrut College, Meerut
- Paper presented on **Growth & Development of Public Sector Enterprises in Indian Economy** in National Seminar held on 26 & 27<sup>th</sup> Feb, 2012 at college of Engineering & Rural Technology, Meerut.
- Paper presented on **Global trends in human resource management** in National Seminar held on 11 & 12<sup>th</sup> March, 2012 at Deptt. of Commerce & Business Administration, Meerut college, Meerut.
- Paper presented on **Women Empowerment in INDIA** in National Seminar held on 26 & 27<sup>th</sup> March, 2016 at Deptt. of Economics, C. C. S. University, Meerut.
- Paper presented on **Analyzing the Advantages and Its Security Challenges of Cashless Economy in India** in National Conference held on 17 & 18 March 2017 in Institute of Business Studies, C. C. S. University, Meerut.
- Reena Singh et al, “**Performance Management System and Its Impact on Performance of the Employees**” International Journal of Institutional & Industrial Research ISSN: 2456-1274, Vol. 3, Issue 1, Jan-April 2018, pp. 118-121.
- Reena Singh et al, “**The Impact of HR Practices on Employee’s Growth in the Sector of Information Technology**” International Journal of Recent Research Aspects ISSN: 2349-7688, Vol. 5, Issue 1, March 2018, pp. 494-497.
- Attending a Faculty Development Program on “**Case Writing & Teaching- the Art of Managing Uncertainty**” organized by GNIOT (MBA Institute), Greater Noida & A. K.T. U., Lucknow, on dt. 19- 23<sup>th</sup>, March, 2018.
- Attending a Faculty Development Program on “**Internet of Things**” organized by Vishveshwarya Group of Institutions, G. B Nagar & A. K.T. U., Lucknow, on dt. 11- 15<sup>th</sup>, November, 2018.
- Reena Singh et al, “**Employee’s Performance Appraisal System: A Literature Review**” Journal of Emerging Technologies and Innovative Research (JETIR) ISSN: 2349-5162, Vol. 6, Issue 5, May 2019, pp. 531-537.
- Attending a Webinar on **How to Use Turnitin Software for your Research “Turnitin Online on Campus**” held on 4<sup>th</sup> may, 2020 at Guru Nanak Institute of Management Studies, Mumbai.

- Attending a **E-Conference** held on 14-17<sup>th</sup> may, 2020 at Institute of Business Studies, SCRJET, Ch. Charan Singh University, Meerut.
- Successfully completed **COVID-19 Quiz cum Awareness Program** held on 15<sup>th</sup> May, 2020, organized by Deptt. of Applied Science & Humanities, Rajkiya Engineering College, Ambedkar Nagar, U.P.
- Attending a Webinar on **Outcome Based Education** held on 16<sup>th</sup> may, 2020 at R. R. Group of Institutions, Lucknow.
- Paper presented on **Rural Women Entrepreneur – Issues & Challenges in INDIA empowerment in INDIA** in National Webinar held on 16<sup>th</sup> May, 2020 at Faculty of Engineering & Technology, Mahatama Gandhi Chitrakoot Vishavidhalaya, Chitrakoot, Satna (M.P.).
- Attending a Webinar on **IoT Webinar** held on 17<sup>th</sup> may, 2020 at I. I. M. T. College of Engineering, Greater Noida.
- Attending a Faculty Development Program on “**Application of Different Tools and Techniques for Academic & Research Writing and Reporting**” organized by R. R. Group of Institutions, Lucknow, on dt. 18- 23<sup>th</sup>, May, 2020.
- Attending a **Webinar on Quality Sustain in Higher Education** held on 20<sup>th</sup> may, 2020 at Vivek College of Education, Bijnor.