


Standard template for Faculty Profile for University Website						
Title	Prof.	First Name	Udita	Last Name	Taneja	Photograph
Designation	Professor					
School /Dept. Name	USMS					
Address:	D-107 USMS GGSIPU					
Phone No.	Office	2530 2609				
	Residence	(optional)				
	Mobile	(optional)				
Email	1. udita.taneja@ipu.ac.in					
Web Page (if any)	-					
Subjects Taught	Information Systems Management, Business Research Methods, Decision Sciences					
Areas of Interest/Specialization	Information Technology, Business Analytics, Healthcare Management					
Experience (in years)	Total	28 years				
	Industry	5 years				
	Teaching	20 years				
	Research	3 years				
Educational Qualifications	UG	BTech Electrical Engg. IIT Delhi				
	PG	MS Biomedical Engg. Tulane University, USA				
	Doctorate	PhD Biomedical Engg. Tulane University, USA				
	Any other	MBA IIT Delhi (First merit position in class)				
Research Publications in Journals (last 5 years)	<ul style="list-style-type: none"> ▪ Goyal, C. and Taneja, U. (2022) <i>An Empirical Study of the Determinants of Wellness Tourist Motivation in India</i>, International Journal of Hospitality and Tourism Systems, 15(2):48-60. ▪ Batra, M. and Taneja, U. (2021) <i>Examining the Effect of Servicescape, Perceived Service Quality and Emotional Satisfaction on Hospital Image</i>, International Journal of Pharmaceutical and Healthcare Marketing, 15(4):617-632, DOI: 10.1108/IJPHM-04-2020-0026. ▪ Batra, M. and Taneja, U. (2021) <i>The Role of Servicescape on Emotions and Satisfaction of Patients in Indian Hospitals</i>, Journal of Health Management, accepted 19th Feb 2021. ▪ Vimla and Taneja, U. (2021) <i>Brand Image to Loyalty through Perceived Service Quality and Patient Satisfaction: A Conceptual Framework</i>, Health Services Management Research, 34(4):250-257, DOI: 10.1177/0951484820962303. ▪ Vimla and Taneja, U. (2020) <i>Navigating from Brand Image to Patient Loyalty: Mediating Effect of Service Quality and Patient Satisfaction</i>, Journal of Health Management, 22(3):430-445, DOI: 10.1177/0972063420937940. 					

	<ul style="list-style-type: none"> ▪ Bhatia, R. and Taneja, U. (2019) <i>Factors Affecting Indian Consumers' Intention to Use eHealth Services</i>, Journal of Health Management, 21(2):258-278. DOI: 10.1177/0972063419835119. ▪ Bhatia, R. and Taneja, U. (2018) <i>eHealth in India: A Model for Healthcare Accessibility at the 'Bottom of the Pyramid'</i>, International Journal of Electronic Healthcare, 10(1/2):6-23. DOI: 10.1504/IJEH.2018.092178. ▪ Jafar, E. and Taneja, U. (2017) <i>Business Continuity Planning – A Survey of Hospitals in Delhi</i>, Journal of Public Health, 25(6):699-709. DOI: 10.1007/s10389-017-0830-3. ▪ Jafar, E. and Taneja, U. (2017) <i>Determinants of Business Continuity Management in Hospitals</i>, International Journal of Critical Infrastructures, 13(1):57-69. DOI: 10.1504/IJCIS.2017.083640.
<p>Papers Published in Conference Proceedings (last 5 years)</p>	<ul style="list-style-type: none"> ▪ Goel, A and Taneja, U (2021) <i>“Future Scope of eHealth in Developing Countries”</i>, Eighth PAN IIM World Management Conference, IIM Kozhikode, Kozhikode, India. ISBN: 9842-ISBN-2021-A, pp. 448-455. ▪ Raut, G and Taneja, U (2021) <i>“Anthropomorphic Recommendations Agents: An Innovation in E-Tailing”</i>, IIM Shillong International Marketing Conference – I Innovations in Contemporary Marketing: Theory and Practice, Shillong, India. ▪ Vimla and Taneja, U (2020) <i>“Extending the influence of Brand Image, Service Quality, Patient Satisfaction on Loyalty with an Importance-Performance Map Analysis”</i>, Value Co-creation and Innovation in the New Service Economy – The 30th International RESER Conference, Madrid, Spain. ▪ Vimla and Taneja, U (2020) <i>“Brand Image to Loyalty: Assessing the Mediating Role of Patient Satisfaction in Healthcare Sector Using ADANCO”</i>, Fifth IIM Ahmedabad International Conference on Advances in Healthcare Management Services, Ahmedabad, India. ▪ Vimla and Taneja, U (2020) <i>“Disruptive Trends and Innovation in Healthcare Marketing: Towards Paradigm Shift”</i>, Managing Business in VUCA and Digital Era, ISBN 978-93-5396-251-7, Delhi, India, pp. 159-176. ▪ Goyal, C and Taneja, U (2019) <i>“Wellness Tourism – An Empirical Study to Analyze the Level of Motivation Among Wellness Tourists”</i>, Ninth Advances in Hospitality and Tourism Marketing and Management Conference, ISBN 978-0-9964244-4-8, Portsmouth, United Kingdom, pp. 488-489.

	<ul style="list-style-type: none"> ▪ Kalia, M and Taneja, U (2019) <i>“Ethical Issues in Online Retailing and their Effect on Customer Satisfaction and Repurchase Intention”</i>, IIM Indore – NASMEI Summer Marketing Information Systems Conference: Smart Marketing in the Digital Age, ISBN 978-1-78635-428-0, Indore, India, pp. 298. ▪ Vimla and Taneja, U (2019) <i>“Innovation and Disruptive Trends in Healthcare Marketing: The Evolution Process”</i>, International Conference on Knowledge and Policy for Sustainable Development: Global Lessons and Local Challenges, Delhi, India, pp. 75. ▪ Vimla and Taneja, U (2019) <i>“The Journey of Healthcare Marketing: From Traditional Towards the Era of Disruptions”</i>, Delhi School of Management, Delhi Technological University’s International Conference on Business & Management: Disruptions in Business, Embracing the Age of Digitalisation, ISBN 978-93-88237-59-8, Delhi, India, pp. 114. ▪ Batra, M and Taneja, U (2018) <i>“Customer Relationship and Brand Equity: A Changing Strategy of Indian Hospitals”</i>, Services in the Age of Contested Globalization – The 28th International RESER Conference, Gothenburg, Sweden. ▪ Bhatia, R and Taneja, U (2017) <i>“eHealth Services Value Proposition for Healthcare Providers: A Case Study of Three Large Hospitals in New Delhi”</i>, The Crucial Role of Services in Business and Cities Competitiveness – The 27th International RESER Conference, Eds. E. Hernandez, D. Sanchez, S. Arando, ISBN 978-84-697-5412-2, Bilbao, Spain, pp. 230-236. 			
Books Authored/Book Volume Chapters	-			
No. of Conferences		Attended		Organized
	National	-		-
	International	5		-
Research Guidance		PG	M.Phil	Doctorate
	Awarded	Approx. 133 (7/year)	-	3
	Undergoing	-	-	7
Research Projects	Completed	<ul style="list-style-type: none"> ▪ GGS Indraprastha University sponsored FRGS research project titled <i>“Business Continuity Management in Healthcare Facilities”</i> for Rs. 1 lakh (2016-2017) ▪ AICTE sponsored research project titled <i>“E-Healthcare in India: Evaluating Critical Success</i> 		

		<i>Factors for Sustainable Health Systems” for Rs. 9.8 lakhs (2008-2010)</i>
	Undergoing	-
Awards & Distinctions	Academic and research honor societies of the USA <ul style="list-style-type: none"> ▪ Sigma Xi (Scientific Research Honor Society) ▪ Tau Beta Pi (Engineering Scholarship Honor Society) ▪ Alpha Eta Mu Beta (Biomedical Engineering Honor Society) 	
Administrative Assignments Handled	<ul style="list-style-type: none"> ▪ Chairperson, Internal Complaints Committee of IPU (2019 - present) ▪ Chairperson, Placements, USMS (2019 – present) ▪ CAS committee 2021 ▪ PhD Program Coordinator USMS for 10 years ▪ Member BOS and SRC of USMS 	
Association with Professional Bodies	<ul style="list-style-type: none"> ▪ Academy of Management (2017 – present) ▪ Association for Information Systems (2020 – present) ▪ Global Institute of Flexible Systems Management, GIFT Society (Lifetime) ▪ Mixed Methods International Research Association, MMIRA (2014 – present) ▪ Indian Association for Medical Informatics (Lifetime) ▪ European Association for Research on Services (2017 – 2019) 	
Any other Achievements	-	