


Standard template for Faculty Profile for University Website						
Title	Dr.	First Name	Vijita Singh	Last Name	Aggarwal	Photograph
Designation	Professor					
School /Dept. Name	University School of Management Studies					
Address:	N-12, Second Floor, Greater Kailash, Part-I, New Delhi 110048					
Phone No.	Office	25302125				
	Residence	(optional)				
	Mobile	(optional)				
Email	1. vijitasaggarwal@ipu.ac.in 2. vijitasaggarwal@gmail.com					
Web Page (if any)	<a href="http://www.ipu.ac.in/usms/Professors.php">http://www.ipu.ac.in/usms/Professors.php</a>					
Subjects Taught	International Business, Marketing and Brand Management					
Areas of Interest/Specialization	International Business / Marketing / Education Management and Policies					
Experience (in years)	Total					
	Industry	07				
	Teaching	21				
	Research	21				
Educational Qualifications	UG	B.A. Economics History and English Literature from St. John's College, Agra University, Agra				
	PG	1. Masters Programme in International Business from Indian Institute of Foreign Trade, New Delhi 2. Audited a Masters Level Program in Globalization Gender and Development from London School of Economics 3. European Research Masters – Education Policy and Management (Erasmus Mundus Program): Institute of Education University of London and University of Deusto Bilbao Spain				
	Doctorate	Ph. D. GGSIP University, New Delhi				
	Any other					
Research Publications in Journals (last 5 years)	<p>Details should be provided in APA/IEEE format</p> <ol style="list-style-type: none"> <li>1. Are Thermal Power Plants moving towards water efficiency- Some case studies, Water and Energy International January 2022 (Scopus Indexed)</li> <li>2. Social Impact of CSR Funding- A Case Study, Water and Energy International Volume 64/RNI, No 2 May 2021 (Scopus Indexed)</li> <li>3. Rural Roads as possible enablers to Water, Sustainability and Women Empowerment: A Case Study of Indian State of Uttarakhand, Water and Energy International Volume 64/RNI, No 3 June 2021(Scopus Indexed)</li> <li>4. "Corporate Social Responsibility and Water Resource Management- A Case Study of Indian Railways (IR) and its' Select Public Sector Undertakings", 2021, Water And Energy International, Vol. 64, No. 4. (Scopus-Indexed)</li> <li>5. "Demystifying the role of Internal Dynamics in the path of Innovative Competitiveness: A Serial Mediation Model of International Joint Ventures", 2021, Cross Cultural &amp; Strategic Management. {Impact Factor: 2.787}{Category 'B' Journal in ABDC ranking; Scopus (Q1) and Web of Science (SSCI) Indexed}</li> <li>6. "Social Impact of Access to Safe Drinking Water: A Case Study", Water</li> </ol>					

	<p>and Energy International: A Journal of Central board of Irrigation and Power, 2021. (accepted for publication) (Scopus-indexed)</p> <ol style="list-style-type: none"> <li>7. "Comprehending a knowledge framework as a source of dynamic capabilities in IJVs through PLS-SEM", 2021, Journal of knowledge management, Vol. 25, No. 4. (Category 'A' Journal in ABDC ranking; Scopus (Q1) and Web of Science (SSCI) Indexed {Impact Factor: 4.805})</li> <li>8. "Multi-Group Analysis of Higher-order Model of Knowledge variables in the context of Global Ventures through PLS-SEM", 2020, South Asian Journal of Asia Business Studies, Vol. 10, No. 1. (Scopus Indexed and Web of Science Indexed)</li> <li>9. "Knowledge Transfer: A Mediation Analysis of Knowledge, Technology, and Sustainable Innovation", Review of Professional Management, 2020, Vol. 18, No.1, pp.1-16.</li> <li>10. "Tracing the Economics behind Dynamic Capabilities Theory", International Journal of Innovation Science, 2020, Vol. 12, No. 2. (Scopus Indexed and ABDC Listed).</li> <li>11. "Knowledge transfer enablers and Innovation performance of International Strategic Alliances: An Integrated Framework", April 2020, SSRN Electronic Journal.</li> <li>12. "Influence of Family Communication Patterns in Family Purchase Decision Making", Indian Journal of Marketing, August, 2019. (Scopus indexed).</li> <li>13. "Pressures of CSR in India: an institutional perspective", Journal of Strategy and Management, 2019. (Scopus and Web of Science ESCI indexed and ABDC and ABI ranked).</li> <li>14. "Family Communication Patterns and Influence of Children in Family purchase decisions", 2019, International Journal of Asian Business and Information Management, 10(4). (indexed in Scopus, web of science, ESCI, INSPEC, ABDC ranked).</li> <li>15. "Business Networks in an Auto-Component Cluster of India: A Study of Gurgaon Auto-Component Cluster", International Journal of Indian Culture and Business Management, 2019. (indexed in ESCI, Asian Digital Library, ABDC ranked).</li> <li>16. "Knowledge Transfer among International Strategic Alliance Partners and its impact on innovation performance", International Journal of Strategic Business Alliances, Inderscience. 2019. (indexed in Google Scholar and ABDC ranked).</li> <li>17. "Innovation growth from knowledge transfer in international strategic alliances", Journal of Strategy and Management, 11(4), pp- 483-496, 2018.(Scopus and Web of Science ESCI indexed and ABDC and ABI ranked)</li> <li>18. "Institutional Pressures of CSR: Evidence from India", Review of Professional Management, 16(2), pp- 45-54, 2018. (UGC listed, indexed by Indian Citation Index and EBSCO host).</li> <li>19. "Community-Level CSR Implementation through the Lens of Institutional Theory: An Empirical Study", The Qualitative Report, 23(10), pp- 2381-2402, 2018. (Scopus and Web of Science ESCI indexed).</li> <li>20. "Role of Organizational Factors in facilitating Innovation Performance: An Evidence from India International Joint Ventures", Indraprastha Journal of Management, Vol. 6, No. 2, July-December, 2018.</li> <li>21. "Big Data Analytics Adoption in Education Sector: A study of Delhi-NCR". Indraprastha Journal of Management, Vol. 6, No. 1, Jan-June, 2018.</li> <li>22. "A Conceptual Model of Children's influence in family purchase</li> </ol>
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	<p>decisions”, Research Review International Journal of Multidisciplinary(e-ISSN- 2455-3085), July 2018.(indexed in UGC, Google Scholar, Research Bible, DOAJ, DRJI, OAJI.net, Thomsons Reuters, International Innovative Journal Impact factor, Zenodo).</p> <p>23. “Developing a service quality scale in context of organized grocery retail of India”, Management Decision, 56(9), pp- 1969-1990, 2018. (scopus indexed, Social Science Citation Index (ISI), ABI and ABDC listed).</p> <p>24. “A Conceptual framework for integration of institutional pressures and CSR implementation”, Research Journal of social science and Management- Volume: 07, Number: 011, ISSN- 2251-1571, 2018.(indexed in index of Copernixus, Scientific Journal Impact Factor, Google Scholar).</p> <p>25. “International Joint Ventures in the Framework of Dunning’s Oil Paradigm-A study of Indian companies”, Management Today:An International Journal of management studies, 8(1), pp-49-52, ISSN-2230-8764, Jan-March, 2018. (a UGC listed journal with google scholar indexing).</p> <p>26. “The effect of perceived service quality on Customer Satisfaction and Customer Loyalty in Organised Retail Chains”, Amity Business Review, 18(2); pp-77-89, ISSN-0972-2343, July-Dec, 2017. (listed in databases, like EBSCOhost, USA, Ulrichsweb, Global Serials Directory, Academic Keys, USA, Advanced Science Index(ASI), Germany, with the ASI_Score of 1.3, Indian Citation Index(ICI)).</p> <p>27. “The effect of Perceived Service Quality on Customer Satisfaction”, Pranjana-The Journal of Management Awareness; 20(2); pp- 29-42, ISSN-0971-9997, Jul-Dec, 2017.</p> <p>28. “Enhancing competitiveness of MSMEs in India through their integration in Global Supply Chain: A study of challenges faced by firms in Gurgaon auto- Component cluster”, Asian Journal of Management; 8(1): pp 59-67, 2017. (indexed in Google Scholar, Pro Quest Central, Indian Citation Index).</p> <p>29. “Cluster Development approach in India: An Antidote for Micro, Small and Medium Enterprises”, IJCMS, Vol. 8, No. 2; pp:19-29, ISSN-2249-0310, May, 2017. (indexed in Google Scholar).</p> <p>30. “Validating RSQS in Organized Electronics Retail Market In India”, BVIMSR’S Journal Of Management Research Vol. 8, No.2, Oct 2016. (a UGC listed journal indexed in EBSCO, Cite Factor).</p> <p>31. “Influence of children on family buying process”, BVIMSR’S Journal Of Management Research Vol. 8, No.2, Oct 2016. (a UGC listed journal indexed in EBSCO, Cite Factor).</p>		
Papers Published in Conference Proceedings (last 5 years)	<b>Papers in National Proceedings = 13</b> <b>Papers in International Proceedings 08</b>		
Books Authored/Book Volume Chapters	<b>Books Authored = 03</b> <b>Chapter in Books = 12</b>		
No. of Conferences		Attended	Organized
	National	24	
	International	11	
Research Guidance			

		PG	M.Phil	Doctorate
	Awarded		–	05
	Undergoing		–	05
Research Projects	Completed	<b>05</b>		
	Undergoing	–		
Awards & Distinctions	<ol style="list-style-type: none"> <li>1. Erasmus Mundus Scholarship for pursuing European Research Masters of Arts in Life Long Learning Policy and Management. At University of London and Duesto University Spain 2006 to 2008.</li> <li>2. Recognition by National Knowledge Commission for use of Social Media in Education. 2009</li> <li>3. Recognition by Gram Panchayat 'Bankala' ZilaSirmaur for organizing women self help groups. 2014, 2016, 2018.</li> <li>4. Outstanding Teacher Award by Shikshak Sansthan. 2019.</li> <li>5. Nari Ratan Award 2020 by Bal Yuva Naari Jagrati Manch.</li> <li>6. Dr. Sarvepalli Radhakrishnan Teachers' Excellence Award, 5th September 2020.</li> </ol>			
Administrative Assignments Handled	<ol style="list-style-type: none"> <li>1. Director, International Affairs, GGSIP University (Nov. 2020 – Till Date)</li> <li>2. Member of Departmental Advisory Board (DAB) of Vocational Education Department (VED) of National Institute of Open Schooling (NIOS), NOIDA for a period of 03 years w.e.f. 2021.</li> <li>3. Nominated by Academic Council of University of Delhi as Member of Faculty of Applied Social Sciences and Humanities for a term of 03 years w.e.f. 01.01.2022.</li> <li>4. Member, Board of Studies, IMS Dehradun, Dehradun, Uttarakhand (For a period of 02 years w.e.f. 01.06.2020)</li> <li>5. Member, Board of Studies, Department of Management, Delhi Technological University, Bawana, Delhi (For a period of 2 years w.e.f. 27.09.2021)</li> <li>6. Member Board of Studies, School of Vocational Studies, Dr. B. R. Ambedkar University, Delhi. (For a period of 03 years w.e.f. 16.10.2021)</li> <li>7. Member- University Academic Council</li> <li>8. Member- University Committee on Distance Learning</li> <li>9. Member- University Proctorial Board</li> <li>10. Member: BOS of IMS Unison Dehradun.</li> <li>11. Member: Syllabus committee of BBA of AUD</li> <li>12. Key Note speaker at Sharda University</li> <li>13. Key Note Speaker at SHARMA mahilaRatan</li> <li>14. Member: Shikshak Kalyan.</li> <li>15. Member: IGNOU SYLLABUS REVISION.</li> <li>16. Coordinator-Weekend MBA Programme (Executive MBA)</li> <li>17. Founder Faculty Coordinator- Students Activity Association</li> <li>18. Member of Affiliating Committee.</li> <li>19. Placement Coordinator.</li> <li>20. Member Library Committee.</li> <li>21. Chairperson: GGS Indraprastha University Outreach Program</li> <li>22. Chairperson: Social and Industry Connect- Fostering Social Responsibility &amp; Community Engagement.</li> <li>23. Member Covid Task Force of University</li> <li>24. Head of CSR/Social/Community activities of University School of Management Studies.</li> <li>25. Prepared the University Skill Assessment Report in collaboration with</li> </ol>			

	<p>the various Skill Assessment Councils. Three programs with UGC grant were launched after this assessment. Viz.</p> <ul style="list-style-type: none"> <li>• Post Graduate Diploma in Entrepreneurship and Start-up</li> <li>• Diploma in Healthcare Management</li> <li>• Post Graduate Diploma in Data Analytics</li> </ul>
Association with Professional Bodies	<ul style="list-style-type: none"> <li>• Member Advisory Board, Nandghar Project of <b>Vedanta</b> <i>Committed to the Prime Minister's national vision of eradicating child malnutrition, providing education, healthcare and empowering women with skill development.</i></li> <li>• On the Board of <b>The Other Home</b> <i>Promoting responsible and micro tourism in India, exploring new destinations and bring 'experience' dimension to their travel.</i></li> <li>• On the Board of <b>Lawcune</b> <i>Integrated legal research database which helps in accessing the latest legal cases, news, course content</i></li> <li>• APISA, Asia Pacific International Studies Association</li> <li>• HEARTS, Health and Environments Awareness Research and Training Society</li> <li>• Society for Comparative Education- University of Chicago</li> <li>• Founder President of alumni association EMAI (Erasmus Mundus Alumni Association India).</li> <li>• Member, All India Commerce Association.</li> <li>• Member, All India Social Science Congress.</li> <li>• Member NASMEI (North American Society for Management Education in India)</li> <li>• Sakhi Helpline in Covid times</li> <li>• Judge at Competition-CBSE.</li> <li>• Editor at IGI Global.</li> </ul>
Any Other Achievement	N.A.

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