


Curriculum Vitae

Title	Dr.	First Name	Hephzibah Beula	Last Name	John	
Designation	Assistant Professor					
Department	Commerce					
Institutional Email Address	<u>hb_john@jmc.du.ac.in</u>					
EDUCATION						
Degree	Institution	Year	Details			
PhD	Faculty of Commerce, Rani Durgavati Vishwavidyalaya, Jabalpur M.P India	2015	“A study of Joint Forest Management in India and their implications on the economic upliftment of the rural society- with special reference to Jabalpur Van Mandal”			
M Ed	Jabalpur Public College, Rani Durgavati Vishwavidyalaya, Jabalpur M.P India	2010	1 st Division			
M Com	Department of Commerce, Mata Gujri Mahila Mahavidyalaya, Rani Durgavati Vishwavidyalaya, Jabalpur M.P India	2009	2 nd Division			
B Ed	Laxmi Bai Sahuji College, Rani Durgavati Vishwavidyalaya, Jabalpur M.P India	2007	1 st Division			
B Com	St Aloysius' College, Rani Durgavati Vishwavidyalaya, Jabalpur M.P India	2006	2 nd Division			
CAREER PROFILE						
Organisation /Institution	Designation	Duration	Role			

Jesus and Mary College, University of Delhi, New Delhi	Assistant Professor, Department of Commerce	20 th February 2024 till date	Teaching.
Amity University, Gwalior, Madhya Pradesh	Associate Professor	6 th June 2022- 19 th February 2024	Lecturing the Undergraduate and Post Graduate Classes of MBA, B Com, BBA, and BA Economics Examiner, Evaluator, Moderator for End Semester Examination Administrative Responsibilities – IQAC Criterion VI. Core Member of IQAC during NAAC visit. Curriculum structure for Undergraduate Programmes as per NEP
St. Aloysius College (Autonomous) Jabalpur, (M.P.) India	Assistant Professor,	1 st July 2009- 30 th June 2012, 1 st July 2013- 4 th June 2022	Lecturing the Undergraduate and Post Graduate Classes of B Com, BBA, B Ed and M Com. Examiner, Evaluator, Moderator for End Semester Examination Administrative Responsibilities – IQAC member for Criterion IV and V Organising Secretaries of various National and International Seminars, Conference and Workshop Core Coordinator of Confluence- Student Faculty Exchange Programme Joint Secretary of Alumni Association of St Aloysius' College. Curriculum structure for Undergraduate and Post Graduate Programmes for CBCS, and as per NEP Assistant Supervisor for Examination in Autonomous College, and external exams (UPSC, GATE, IIT-JEE, MPPSC etc)

AREA OF INTEREST :

TEACHING EXPERIENCE (Subjects/Courses taught) 14 years

- I. Human Resource Management
- II. Human Resource Development
- III. Organization Behaviour
- IV. Organisation Culture and Development

V. Goods and Services Tax

VI. Advertising Personal Selling Salesmanship

VII. Sustainable Marketing

VIII. Finance for Everyone

PhD (Supervised) : Two candidates registered in Amity University Gwalior, Madhya Pradesh

MPhil (Supervised)

HONORS & AWARDS

I.

PUBLICATION DETAILS

Books:

1. Co- Edited a book series titled ‘Futuristic Trends in Social Sciences’ Volume 3, Book 26, 2024 (May), Published by Iterative International Publishers (IIP), Selfypage Developers Pvt Ltd, Chikkamagaluru, Karnataka. E-ISBN: 978-93-5747-400-9 <https://www.iipseries.org/view-pub-book.php?bookid=301&bookname=futuristic-trends-in-social-sciences-volume-3-book-26>
2. Co – authored book, titled ‘*Demographic Drivers of Internet Banking Application*’ with ISBN: ISBN: 978-620-6-75133-5, July 2023, published by LAP LAMBERT Academic Publishing
3. Authored textbook titled ‘*Basics of Research Methodology*’, with ISBN: 978-93-954569-9-9, January 2023, published by Redshine Publication.

Chapter in Edited Book:

1. Chapter titled “A Study on Implications of Gig Economy on Social Security of Employees: The Indian Example” in Book titled ‘**Digital India: A progress towards Sustainable Development Goals (SDGs)**’ by Kitab Writing Publications, Mumbai in 2023, ISBN: 978-9-3586-8006-5, pp 189-192
2. Chapter titled “Green Finance for Sustainable Development” in Book titled ‘**Accounting Education & Research**’ by Current Publications in 2023, ISBN:978-93-90253- 88-3, pp 126-141
3. Chapter titled “*A Study on Problems and Prospects of Women Entrepreneurship Development in India: A Post Pandemic Scenario*” published on August 2022 in Book Titled ‘**Recent Advancements in commerce and management, Innovation and Entrepreneurship, Science and Technology, pharmacy & health, Humanities and social science, education, language and literature, and Environment and sustainability**’ by Jyotikiran Publication, Pune (International Publication) in 2022, ISBN – 978-93-94819-06-1, pp. 278 – 287 DOI: <https://doi.org/10.5281/zenodo.7109549>
4. Chapter titled “*A Study on Stress Management: with special reference to Educated Unemployed*” published in Book Titled ‘**Health and Hygiene during COVID-19 Pandemic**’ by Shree Vinayak Publication, Agra. ISBN – 978-93-87899-07-0, pp. 126 – 137 on 2022.

5. Chapter titled “*Education and Skill Development to Promote Employment in India.*” published in Book Titled ‘**Skill Development**’ by APH Publishing Corporation, New Delhi, in 2019, ISBN – 978-93-88316-77-4 on 2019, pp 161-165.
6. Chapter titled “*Strategies to assess SWOC of Higher Education Institutions in the New Context of Assessments.*” published in Book Titled ‘**Quality Education**’ by APH Publishing Corporation, New Delhi, in 2019, ISBN – 978-93-88316-91-0, pp. 275 – 280
7. Chapter titled “*Sustainable Foreign Direct Investment a New Dimension in the Natural and Forest Resources of India*” in edited book **Foreign Direct Investment: Make in India** with ISBN: 978-93-313-2677-5.

Journal Articles:

1. Paper titled “*Getting Dividend from Demography: Skill Development Evidence in India*” in UGC Care listed Journal ‘**Industrial Engineering Journal**’, XVI (05), (May 2023) pp. 28-33, ISSN: 0970-2555
2. Paper Titled “*Evaluating the influence of government initiatives and social platforms on green practices of Gen Z: The mediating role of environmental awareness and consciousness*” in **Cleaner and Responsible Consumption (Elsevier)**, Vol.: 8, No.: 3 (March 2023), pp. 100109, SCOPUS Indexed, ISSN: 2666-7843, DOI: <https://doi.org/10.1016/j.clrc.2023.100109>
3. Paper Titled “*Antecedents of Pharmaceutical Digital Marketing Challenges and opportunities: A Descriptive Research Design*” in **Journal of Pharmaceutical Negative Results**, Vol.: 14, No.: 3 (2023), pp. 1775-1779, SCOPUS Indexed, ISSN: 2229-7723, DOI: <https://doi.org/10.47750/pnr.2023.14.03.236>
<https://www.pnrjournal.com/index.php/home/article/view/8496>
4. Paper Titled “*Making Sense of Mediating Analysis of Employee Awareness and Training in Relationship Between E-HRM Practices and Organizational-Employee Performance Using SEM Analysis*” in **Seybold Report**, Vol.: 17, No.: 107, July – 2022, pp. 981-990, SCOPUS Indexed, ISSN: 1533-9211, DOI: <https://doi.org/10.5281/zenodo.6948709>
5. Paper Titled “*Stress Management: a case study on Graduated Unemployed of Jabalpur city*” in **Unnati International Journal of Multidisciplinary Scientific Research**, Vol.: 1, No.: 4, May – 2019, pp. 9-17, Impact factor – 3.2, ISSN: 2581-8872.
6. Paper Titled “*Human Resource Accounting: A need for Higher Education in India*” in **NINAD- A Multidisciplinary Journal**, Vol. XIV, July 2016 with ISSN: 2250-1037. Pp. 73-79
7. Paper Titled “*Participatory Forest Management in India: A Road to Sustainable Forest Management*” in **Journal of Multidisciplinary Research Studies** Vol. 1(2), July 2015 with ISSN: 2394-6911. pp. 48-51

Newspaper Articles:

NA

Papers presented in Seminars/conferences:

1. Presented paper titled “Engaging HRM students in Service Learning for Social Security and Welfare of Unorganised Unskilled Workers in India.” in 9th Asia Pacific Regional Conference on Service Learning on ‘**Service- Learning: Touching Lives and Transforming Communities Through Innovative Pedagogy, Research and Partnerships**’ from 19th to 21st July 2023, organized by Christ (Deemed to be University), Bangalore, India.
2. Presented paper titled “*A Study on Implications of Gig Economy on Social Security of Employees: The Indian Example*” in Two Day National Seminar on ‘**Digital India: Progress towards Inclusive Fulfilment for Sustainable Development in the Digital Economy**’ sponsored by ICSSR, New Delhi, on 27th and 28th June 2023, organized by St. Joseph’s College (Autonomous), Tiruchirappalli, Tamil Nadu
3. Presented paper titled “*Covid-19 Pandemic Leading to expansion in E- banking*” in One-Day National Level e-Seminar on the theme ‘**Emerging Trends in Indian Banking Sector and its Economic Perspective During Covid-19 Pandemic**, on 6th August 2021 organised by the Department of Commerce, Fr. Agnel College, Pilar, Goa.
4. Presented paper titled “*National Education Policy 2020: Focusing on Inclusive Education for Students' Excellence in Indian Education System.*” in the Two Day Online National Conference on ‘**New Education Policy 2020: Socio Economic & Political Implications**’ sponsored by ICSSR, New Delhi, on 30th and 31st July, 2021, organized by IQAC & Department of Economics, St. Aloysius College (Autonomous), Jabalpur, M.P., India
5. Presented paper titled “*Has E-commerce detained the Traditional Retail Structure – a case study of Apparel Industry of Jabalpur*” in **ICSSR sponsored National Seminar on “E-Business: Problems and Prospects”** on 18th & 19th October 2019 organized by Department of Commerce, G.S. College of Commerce and Economics (Autonomous), Jabalpur, M.P., India.
6. Presented paper titled “*Strategies to Assess SWOC of Higher Education Institutions in the New Context of Assessments in India*” in **NAAC sponsored National Seminar on “Accreditation, Ranking and Quality: A Paradigm Shift for Strategic Enhancement of Higher Education in India”** on 8th & 9th November 2019 organized by Internal Quality Assurance Cell, St. Aloysius’ College (Autonomous), Jabalpur, M.P., India.
7. Presented paper titled “*Education and Skill Development to promote Employment in India*” in **ICSSR sponsored National Seminar on “Role of Skill Development in Transforming India Workforce”** on 13th & 14th December 2019 organized by Internal Quality Assurance Cell, St. Aloysius’ College (Autonomous), Jabalpur, M.P., India.
8. Presented paper titled “*Role of Ethics in Higher Education in India*” in National Seminar on “**Role of Ethics, Values and Morality in Business Management**” on 5th January 2018 organized by Department of Management, Nachiketa College of Computer Science, Commerce and Advanced Technology, Jabalpur, M.P., India.
9. Presented paper titled “*Role of ICT in Higher Education*” in UGC sponsored National Seminar on “**Research in Social Sciences (with special reference to Information Communication & Technology).**” on 7th & 8th September 2017 organized by Govt. Mahakoushal Arts and Commerce College (Autonomous), Jabalpur, M.P., India.
10. Presented paper titled “*CSR and development of Education in India.*” in UGC sponsored National Seminar on “**New Dimensions in Corporate Social Responsibility**” on 20th & 21st January 2017 organized by St. Aloysius’ College (Autonomous) Jabalpur, M.P, India.
11. Presented paper titled “*Academic Audit: an effective Administrative tool for Knowledge*”

- Based Economy in Higher Education.*” in ICSSR sponsored National Seminar on **“Role of Academic Audit in enhancing the Quality of Higher Education in India”** on 21st & 22nd March 2016 organized by St. Aloysius’ College (Autonomous) Jabalpur, M.P, India.
12. Presented paper titled *“Make in India: A campaign for developing effective Human Resource”* in ICSSR sponsored National Seminar on **“Make in India: A key for Economic Growth in India”** on 18th & 19th March 2016 organized by St. Aloysius’ College (Autonomous) Jabalpur, M.P, India.
 13. Presented paper titled *“Human Resource Accounting: A need for service sector in India”* in National Seminar on **“Nation Building Accounting”** on 2nd January 2016 organized by Pt. Deendayal Upadhyay Govt. Arts and Commerce (Nodal) College, Sagar (M.P.), India.
 14. Presented Paper titled *“Internationalization of Higher Education in India: Need by Education System”* in UGC sponsored National Seminar **“RUSA: A Strategic Intervention for Enhancement of Higher Education in India”** on 19th & 20th March 2015 organized by St Aloysius’ College (Autonomous), Jabalpur, (M.P.), India.
 15. Presented Paper titled *“Participatory Forest Management in India- a road to Sustainable Forest Management”* in UGC Sponsored International Conference on **“Exploring Trends and Practices in Information Technology and Management”** on 5th & 6th January 2015 organized by St Aloysius’ College (Autonomous), Jabalpur, (M.P.), India.
 16. Presented paper titled *“Human Resource Accounting- a need for Service Industry”* in UGC Sponsored International Conference on **“Exploring Trends and Practices in Information Technology and Management”** on 5th & 6th January 2015 organized by St Aloysius’ College (Autonomous), Jabalpur.
 17. Presented Research Paper titled *“Role of Joint Forest Management in the development of tourism in Madhya Pradesh- a usufruct”* in UGC sponsored National Seminar on **“Emerging picture of Madhya Pradesh on World Tourism Map”** organized by G. S. College of Commerce and Economics, Jabalpur on 22nd & 23rd November 2013
 18. Presented Paper titled *“FDI in the Greatest Infrastructure of Forest Resources in India – A new Dimension”* in UGC sponsored National Seminar on **“Foreign Direct Investment in India: Prospects and Challenges”** on 4th and 5th October 2013 organized by St. Aloysius’ College (Autonomous), Jabalpur.
 19. Presented Paper titled *“Impact of Foreign Direct Investment in multi brand retail trading in India”* in National Seminar on **“E-Governance in economic development prospects and challenges”** Organized by Maharaja Man Singh College, Gwalior (M.P) on 26th – 27th October 2012.

National Workshops and Seminars Organised:

1. TEDx AUMP, an event of TED talks on 26th April 2023, as Faculty Coordinator, organized by Amity Business School, Amity University Madhya Pradesh
2. A Virtual Student Faculty Exchange Programme from 21st to 25th September 2020 titled **“Confluence 2020 – An International Student Faculty Exchange Programme”** organized by IQAC, St. Aloysius’ College (Autonomous), Jabalpur.
3. A Virtual Student Faculty Exchange Programme from 18th September to 1st October 2021 titled **“Confluence 2.0 – An International Student Faculty Exchange Programme”** organized by IQAC, St. Aloysius’ College (Autonomous), Jabalpur.

Talks/Lectures:

1. Delivered a lecture on “E - Commerce” for students in **CONFLUENCE 2020 – An International Student Faculty Exchange Programme** on 24th September 2020, organized by *St. Aloysius’ College (Autonomous), Jabalpur. (M.P.)*
2. Invited for Guest Lecture on “E - Commerce” for **Certificate Course on Entrepreneurship Development** on 18th June 2020, organized by Department of Economics, *St. Aloysius’ College (Autonomous), Jabalpur. (M.P.)*

Participation as Resource Person:

1. Invited as Resource Person for **14th Faculty Induction Programme** (14th February – 14th March 2023) to deliver a lecture entitled “Strategies to Assess SWOC at Higher Education Institutions” on 1st March 2023, organized by *UGC- Human Resource Development Centre, Doctor Harisingh Gour Vishwavidyalaya, Sagar (MP).*
2. Invited as Resource Person for **12th Faculty Induction Programme** (10th – 7th December 2022) to deliver a lecture entitled “Strategies to Assess SWOC at Higher Education Institutions” on 28th November 2022, organized by *UGC- Human Resource Development Centre, Doctor Harisingh Gour Vishwavidyalaya, Sagar (MP).*
3. Invited as Resource Person for **9th Faculty Induction Programme** (2nd – 29th June 2022) to deliver a lecture entitled “Strategies to Assess SWOC at Higher Education Institutions” on 14th June 2022, organized by *UGC- Human Resource Development Centre, Doctor Harisingh Gour Vishwavidyalaya, Sagar (MP).*

OTHER DETAILS**Preparation of Teaching Material:**

1. E- content developed for Learning Management System of Amity University Gwalior.
2. E- Content and Lectures (40) lectures prepared for St. Aloysius College (Autonomous) Jabalpur on various topics of Goods and Services Tax and Human Resource Management
3. YouTube videos on course content created.

Research Projects:

1. Completed Minor Research Project sponsored by UGC, titled “A study of Joint Forest Management Schemes and their Implication on economic upliftment on the rural society: a select study of Jabalpur Van Mandal” File No: MH-71/106054/XII/12-13/CRO dated 31st March 2013 sanctioned amount Rs. 150000.

Membership in Professional Bodies:

1. Editorial Board Member of Journal of Business and Economic Development (JBED) ISSN Print: 2637-3866; ISSN Online: 2637-3874 <https://www.sciencepg.com/j/jbed> from July 13, 2023 to July 13, 2025
2. Editorial Board Member of Book Series by Iterative International Publishers (IIP), Selfypage Developers Pvt Ltd, Chikkamagaluru, Karnataka. E-ISBN: 978-93-5747-400-9
3. Life Member of Indian Accounting Association
4. Review Committee of PRASTUTI: Journal of Management & Research:

Orientation and Refresher Courses:

1. Attended One Week Faculty Development Programme on “**NEP 2020 Orientation & Sensitization Programme**” under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) Organized by Malaviya Mission Teacher Training Centre, Devi Ahilya Vishwavidyalaya, Indore (M.P) from 05/02/2024 to 15/02/2024
2. Attended One Week Faculty Development Program on “**Research Methodology and Data Analysis using SPSS, Smart PLS, R Programming and NVivo**” from 26th July to 2nd August 2022 organized by Amity Business School, Amity University Madhya Pradesh.
3. Completed One Week Online Faculty Development Program on “**Academic Research Writing**” from 16th to 22nd July, 2022 organized by *Teaching Learning Centre, Ramanujan College, University of Delhi*, Sponsored by **Ministry of Human Resource Development, Pandit Madan Mohan Malviya, National Mission in Teachers and Training..**
4. Attended Five Days On-line Faculty Development Programme on “**Technology for Teaching and Assessment of I-Generation**” (Under GURU-DAKSHTA) from 27th June - 1st July 2022 at Amity University Uttar Pradesh Noida organized by Amity Academic Staff College in association with IEEE UP Section and IETE, New Delhi.
5. Attended two days International Faculty Enrichment Programme on “**Towards Enhanced Digitization: Mentoring the Mentors**” on 3rd and 4th December 2021 organized by the Department of Management under the Aegis of Internal Quality Assurance Cell, St Aloysius’ College (Autonomous), Jabalpur, (M.P.), India.
6. Attended two days International Faculty Development Programme on “**Educational Leadership & Teacher’s Wellness**” on 23rd and 27th September 2021 organized under the banner of “**Confluence 2.0 – An International Student Faculty Exchange Programme**” under the aegis of Internal Quality Assurance Cell, St Aloysius’ College (Autonomous), Jabalpur, (M.P.), India.
7. Attended One Week FDP on “**Life skills management**” (online mode) from 09 August 2021 to 14 August 2021 organized by REST Society for Research International (RSRI) Krishnagiri, Tamil Nadu, India.
8. Completed Two Week Online Faculty Development Program on “**Developing Online Courses for SWAYAM**” from 21 June to 05 July, 2021 organised by School of Computer Science & IT and Online Program Cell Uttarakhand Open University, Haldwani, in collaboration with **Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi.**
9. Attended Five Days Faculty Development Programme on “**Professional Ethics and**

- Being: A Leader of Excellence”** from 22nd to 26th February 2021 organised by St. Aloysius College (Autonomous), Jabalpur, M.P., India
10. Completed Seven days Faculty Development Program on **"Developing Teaching Techniques and Research Skills"** from 15th February to 22nd February, 2021 conducted by *Govt. Mahakoshal Arts & Commerce Autonomous Lead College, Jabalpur*, under the aegis of **MPHEQIP & World Bank Project**.
 11. Completed **"South Asian Service – Learning Virtual Consultations"** on 21st August, 18th September, 26th October and 20th November 2020, conducted and sponsored by **United Board for Christian Higher Education in Asia, Hong Kong**.
 12. Completed Two Week Online Faculty Development Program on **"Advanced concepts for Developing MOOCs"** from 2nd July to 17th July, 2020 organised by *Teaching Learning Centre, Ramanujan College, University of Delhi*, Sponsored by **Ministry of Human Resource Development, Pandit Madan Mohan Malviya, National Mission in Teachers and Training**.
 13. Completed One Week Online Faculty Development Program on **"Entrepreneurship, Incubation and Innovation"** from 23rd June to 29th June, 2020 organised by *Teaching Learning Centre, Ramanujan College, University of Delhi*, Sponsored by **Ministry of Human Resource Development, Pandit Madan Mohan Malviya, National Mission in Teachers and Training**.
 14. Completed One Week Online Faculty Development Program on **"Open Source Tools for Research"** from 8th June to 14th June, 2020 organised by *Teaching Learning Centre, Ramanujan College, University of Delhi*, Sponsored by **Ministry of Human Resource Development, Pandit Madan Mohan Malviya, National Mission in Teachers and Training**.
 15. Completed Two Week Online Faculty Development Program on **"Managing Online Classes and Co-Creating MOOCs: 2.0"** from 18th May to 3rd June, 2020 organised by *Teaching Learning Centre, Ramanujan College, University of Delhi*, Sponsored by **Ministry of Human Resource Development, Pandit Madan Mohan Malviya, National Mission in Teachers and Training**.
 16. Attended Faculty Development Programme on *"Emerging Leaders of Service Learning Programme"* **Sponsored by United Board by Christian Higher Education in Asia** from 13th to 16th February 2020 held at Holiday Home, Kodaikanal (T.N.) organized by The American College (Autonomous), Madurai, (T.N.), India.
 17. Attended International Faculty Training programme on *"ICT in teaching of the faculty Training Workshop of South Asia"* **Sponsored by United Board by Christian Higher Education in Asia** on 25th October 2018 held at St Aloysius' College (Autonomous), Jabalpur, (M.P.), India.
 18. Attended Staff Development Programme on *"Programme of Teaching tools and techniques in Management Studies"* sponsored by **All India Council for Technical Education, New Delhi** from 27th March to 2nd April 2012 organized by Department of MBA, Gyan Ganga Institute of Technology and Sciences, Jabalpur, M.P. India.

Field Work:

1. Research work conducted in Rural areas for Minor Research Project
2. Study conducted on unorganized sector.