



Dr. Rashi Taggar

Assistant Professor

School of Business, Shri Mata Vaishno Devi University (SMVDU), J&K

Areas of Specialization: **Supply Chain Management and Marketing Management**

Date of Birth: **25th May, 1981**

Work Experience: Teaching- 11 years, Research- 1 year

Institution	Position	Period
Shri Mata Vaishno Devi University, Katra, J&K	Assistant Professor	March 2007 to till date
Wigan and Leigh College, Jammu	Visiting Faculty	October 2006 to February 2007
The Business School, University of Jammu, Jammu	UGC-Major Project Fellow	June 2005 to July 2006
Softlab Learning Centre (Punjab Technical University), Jammu	Senior Faculty	October 2004 to October 2005

Professional Membership

- Life member of National HRD Network
- Member of Next Level Purchasing Association
- Educator, Harvard Business Publishing

Educational Qualification

Qualification	Year of Passing	School/University	Subjects/Specialisation	Division
Ph.D.	Submitted in 2013, Awarded in 2014	SMVD University	Buyer-Supplier Relationship in Operations: A Study of Manufacturing and Service Organizations	--
N.E.T	2005	U.G.C	Management	--
B.Ed	2004	Khalsa College, Jammu University	Teaching of English and Science	I
M.B.A.	2003	IMS, Jammu University	Marketing and Human Resource Management	I
B.Sc	2001	GCW, Jammu University	Eng, Botany, Zoology, Chemistry	I
HSC/12 th	1998	Army School	Eng, Bio, Phy, Chm, Maths	I
SSC/10 th	1996	Army School	Eng, Hindi, Maths, Sci, SST	Distinction

Publication Details

	Paper	Author/s	Year	Journal/Book
1	Supply Chain Drivers of Manufacturing Organizations	Taggar, R.	2016	Economic and Socio-cultural Environment of Business (edited book) ISBN: 978-93-5196-165-9, pp.106-112
2	E-Procurement for Prompt Policy Execution	Taggar, R.	2014	Pratibimba, The Journal of IMIS, Vol 14, Issue 1, ISSN: 0972-5466, pp. 31-35
3	Type of Relationship between Buyer and Key-input Supplier: Exploring via CIT Approach	Taggar, R.	2014	Pacific Business Review International, Vol 6, Issue 12, June 2014, ISSN: 0974-438X, pp. 37-44
4	Supplier Development- The Factors Explored in Case of Indian Organizations	Taggar, R.	2013	ASBM Journal of Management Vol. 6, Issue 1, 2013, ISSN: 0972-7310, pp. 31-35
5	Tourism Marketing: An Empirical Study Assessing the Destination Image of Delhi, India	Mukhopadhyay, D. , Taggar, R. and Jena, P. K.	2012	Journal of Tourism, Vol.13, No.1, ISSN: 0972-7310, pp. 103-123

6	Long Term Oriented Buyer Supplier Relationship- A study of select Textile units in Ludhiana	Taggar, R. and Giri, S.	2011	IJMMR, Vol. 2, Issue 1 January, ISSN 2229-6883, pp. 94-102
7	Foreign Direct Investment and Its Impact on Technology Diffusion: Some Issues and Challenges Ahead	Jena, P.K. and Taggar, R.	2011	International Journal of Research in Computer Application and Management, Vol. 1, Issue 2, ISSN 2231-1009, pp. 126-132
8	Analysis of Service Quality of Technical Educational Institutes in Jammu region	Taggar, R. and Gupta, M.	2011	Elixir International Journal, Vol. 39, ISSN 2229-712X, pp. 4600-4604
9	Examining buyer supplier relationship existing in telecom companies	Taggar, R. and Giri, S.	2011	Elixir International Journal, Vol. 39, ISSN 2229-712X, pp. 4822-4826
10	Determining Economic value for the Devotees of Shri Mata Vaishno Devi Shrine by contingent Valuation method: A Critical Study	Mukhopadhyay, D. , Jena, P. K. and Taggar, R.	2011	Arthanvesan, Vol. 6, No 1 & 2, ISSN: 0973-8193, pp. 41-54
11	E tourism: Changing the Outlook of Consumers	Taggar, R.	2010	E-Commerce: Issues, Perspectives and Challenges in the Indian Context (edited book), ISBN 13:978-93-80502-10-6, pp. 239-250
12	Revolutionizing the Consumer Outlook via Online Advertising	Mishra, H. G. and Taggar, R.	2010	Kangleipak Business Review, Vol. 5 No. 1, ISSN 0975-3656, pp. 62-73
13	Consumer Perception and Brand Analysis of Women's Wear in Indian Market: A Case Analysis of Allen Solly	Mishra, H. G. and Taggar, R.	2009	Gyanpratha, Vol. 1, Issue 1, Jan, ISSN 0975-0584, pp. 1-6
14	An Empirical Study to Explore the Dimensions of Effective Exit Interviews	Gupta, S. and Taggar, R.	2009	Management Perspective, Vol. 1, No.1, ISSN 0975-0495, pp. 44-50
15	Approach and Avoidance Motivation: An Analysis of Future Managers	Taggar, R. and Sharma, P.	2009	CPJ Global Review, Vol. 1, Issue 1, ISSN 0975-1874, pp. 93-96
16	Perception Towards the Use of Self Service Technology in the New Age Banks	Saurabh, Taggar, R., Giri, S. and Singh, A.	2009	Gyan Management, Vol. 3, Issue 2, ISSN 0974-7621, pp. 92-103

Papers presented

	Paper	Conference/seminar	Dates
1	A Study to Evaluate the Quality of Services provided by E-Tailers	ICSSR sponsored National Seminar on 'ICT Initiation for Economic Development of North-West India', SMVD University	30 th March, 2017
2	Employees Perception of Existing Flexible Work Practice and its Impact on their Performance: An Empirical Study	UGC sponsored International Conference on 'Sustainable Economic Development: Paths and Obstacles', SMVD University	24 th – 25 th March, 2017
3	Buyer-Supplier Relationship Quality of Manufacturing Units in Jammu: An Empirical Investigation	ICSSR sponsored International Conference on 'Shifting Paradigms in Applied Economics and Management: Course Correction', SMVD University	1 st -2 nd August, 2014
4	Supply Chain Drivers of Manufacturing Operations	International Conference on 'Managing Change in Business and Economy', Pacific University, Udaipur	6 th -7 th April, 2013
5	Supply Chain Practices Jettisoning the Pressure of Recession	UGC sponsored National Conference on 'Contemporary Issues in Business with reference to Global Economic Meltdown', SMVD University	29 th March, 2013
6	Coordination and Co-operation Creating Value in Realizing Strong Buyer Supplier Relationship	UGC sponsored National seminar on 'Strategic Dimensions of Value Chain for Sustainable Development', SMVD University	1 st September, 2012
7	Supplier Development – The factors explored in case of Indian organizations	International Conference on 'Sustainable Management Practices: Developments & Dimensions', FMS, Udaipur	30 th -31 st March, 2012
8	An Empirical Study Assessing the Destination Image of Delhi	National Seminar on 'Tourism Planning and Development in India: Setting Agenda for Tourism Research', Kurukshetra University	28 th -29 th February, 2012
9	E – Tourism: Changing The Outlook of Consumers	National Conference on 'Tourism in India- Challenges Ahead', The Business School, University of Jammu	6 th -7 th March, 2009
10	Indian Auto Industry on a Trail to Upsurge	AICTE Sponsored National Seminar on 'Growth of Indian Industrial Sector- A Road map for Success', SMVD University	27 th -28 th February, 2009

11	Spiritual Intelligence and its effect on satisfaction level of employees at work	International Conference on 'Management of Transformation', DSPSR, Delhi	3 rd -5 th January, 2008
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Workshops attended

	Topic	Organizer	Dates
1	ICSSR sponsored Research Methodology course	COM, SMVD University, J&K	28 th Nov - 30 th Nov, 2012
2	UGC-sponsored Refresher Course in Research Methodology	ASC, University of Kashmir	15 th June - 9 th July 2012
3	QIP-FDP on Intellectual property Rights	IIT- Delhi	18 th - 22 nd July, 2011
4	Managing Supplier Performance	Next Level Purchasing	19 th October, 2010
5	UGC-sponsored General Orientation Course	ASC, University of Jammu	7 th Dec, 2009 - 4 th January, 2010
6	Applied Econometrics for Management Research	Shri Mata Vaishno Devi University, Kakryal	10 th - 23 rd July, 2009
7	Values based approach to self transformation and organizational transformation	DSPSR, Delhi	2 nd January, 2008
8	Econometrics for Business Data Analysis & Research	Asia Pacific Institute of Management, Delhi	18 th - 30 th June, 2007
9	Case Study Pedagogy in Management Programme	University of Jammu	27 th March, 2006

Seminars attended

1	Policy, people and Peace-Democratization of Foreign Policy in Parliamentary Democracies: Canada, India and Beyond	University of Jammu	14 th -16 th December, 2009
2	SOM 2010, 14 th Annual Conference of the Society of Operations Management	NITIE, Mumbai	17 th -19 th December, 2010

Special Lectures Delivered

S.No.	Program	Topic
1	FDP in Entrepreneurship, EDI Gujarat	Need and Importance of Effective Business Communication
2	EDP in Supply Chain Management	Application of SCOR Model

3	Business Skill Development Programme (MSME)	Managing the Supply Chain
3	FDP in Applications of Econometrics and Time Series Techniques in Business (AICTE sponsored)	Exploratory Factor Analysis
4	Business Skill Development Programme (MSME)	Learning Marketing Strategies
5	Entrepreneurship Skill Development Programme (MSME)	Effective Business Communication
6	MDP at Reckitt-Benckiser	Conflict Management
7	MDP at United Phosphorous Ltd.	Personality Development
8	MDP at Cadilla Pharma Ltd.	Personality Development
9	MDP at DMS Petrochemicals	Trust Factor
10	MDP for Shrine Board Employees	Motivation
11	Refresher Course on Research Methodology (23 rd March, 17)	Critical Incident Technique
12	Office Management and Skills Development (3 rd May, 2017)	Personality and Attitude Assessment

Key Tasks

S.No.	Role	Event
1	Organizing Secretary	ICSSR North-West Regional Centre sponsored Seminar- Contemporary Business and Economic Opportunities in North-West Region – Issues and Challenges, 6 th March, 2015
2	Faculty Organizer	Training Workshop - Individuals as Catalysts for Organization Excellence for Indian Forest Services (IFS) Officers, 18 th September - 19 th September, 2014
3	Session Co-chair	ICSSR sponsored International Conference- Shifting Paradigms in Applied Economics and Management, 1 st - 2 nd August, 2014
4	Rapporteur	UGC sponsored National Seminar- Strategic Dimensions of Value Chain for Sustainable Development, 1 st September, 2012

Administrative Tasks

- Warden, Vaishnavi Girls Hostel, SMVDU (September 2011- October 2012)
- Member, Editorial Board, Arthanvesan, Journal of Faculty of Management, SMVDU

- Member, Board of Studies, Faculty of Management (FOM), SMVDU
- In-charge, Hospitality Committee, FOM, SMVDU
- Member, Placement Committee, FOM, SMVDU
- Member, Publication and Compilation Committee, FOM, SMVDU
- Member, Student-Faculty Interface Committee
- Member, Admission and Registration Committee, FOM, SMVDU
- Member, Organizing Committee, Various Seminars, Conferences, Workshops in SMVDU

Extracurricular Tasks

- Coordinator, Literary events, Resurgence-Youth Festival, SMVDU
- House Coordinator, Resurgence-Youth Festival, SMVDU
- Coordinator , Tatva- Management Fest, SMVDU
- Students' Industrial Trips in state and outside state

References

Prof. N. D. Mathur, Professor, Department of Economic Administration and Financial Management, University of Rajasthan, mathur.naresh@rediffmail.com, 09414071144

Prof. D. Mukhopadhyay, Dean, Faculty of Management, Shri Mata Vaishno Devi University, dinabandhu_mukherjee@yahoo.com, 09419999202

Prof. Neelu Rohmetra, Director, Indian Institute of Management Sirmaur, nrohmetra@yahoo.co.uk, 09469213474

Contact Details

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