




Mahatma Jyotiba Phule Rohilkhand University, Bareilly
महात्मा ज्योतिबा फुले रुहेलखण्ड विश्वविद्यालय, बरेली

A State University - Government of Uttar Pradesh; NAAC A++ Accredited; ISO 9001:2015 & 14001:2015 Certified



Faculty Profile

Title	Dr.	First Name	Hema	Last Name	Verma	Photograph
Designation		Assistant Professor				
Department		Department of Hotel Management				
Address	Campus	Department of Hotel Management				
	Residence	A-2, Rampur Garden, Bareilly				
Mobile No.		9412401350				
Email ID		Personal	verhema@gmail.com			
		University Domain	hema.verma@mjpru.ac.in			
Professional Networking ID, i.e., LinkedIn, Twitter etc.		https://www.linkedin.com/in/hema-verma @HemaVerma16 (Twitter)				
Educational Qualifications (Graduation Onwards)						
Course/Degree		Institution		Year	Details/Thesis Topic/Subjects	
1. BSc (Home Science) with Honors		GB Pant University of Agril & Tech, Pant Nagar		1991	Home Science Subjects	
2. MBA		MJP Rohilkhand University, Bareilly		1994	Management Subjects	
3. PhD		MJP Rohilkhand University, Bareilly		2008	Critical Evaluation of Material Management Systems of the Indian Hotel Industry	
4. FDPM		IIM, Ahmedabad		2011	Management Subjects	
Career Profile						
Organization / Institution			Designation		Duration	Nature of Duties
1. Amar Ujala Publications, Bareilly			Advertisement Executive		1994- 1995 (1 yr)	Management of team of Advertisement

2. Rakshpal Bahadur Management Institute, Bareilly	Lecturer &Coordinator	Jan.1997- Dec.1997 (1yr)	Representatives Teaching and Institutional Administrative work		
3. MJP Rohilkhand University, Bareilly	Assistant Professor	Dec. 1997- Continuing	Teaching, Research and Departmental Administration		
4. MJP Rohilkhand University, Bareilly	Head, Department of Hotel Management	1998-2001	Administrative and Teaching		
Research Interests / Specialization: Management; Hospitality; CSR; Education					
Research Experience in Years: 15 Years					
No of Research Scholars Successfully Guided					
Name of Program	Awarded	Under Supervision			
Ph.D.	-	04			
M.Phil.	-	-			
Dissertation (M.Ed./M.A.)	MHM- 04				
Researcher/ Expert ID	Scopus	Orchid	Publons	Vidwan	Google Scholar
	Hema Verma	https://orcid.org/0000-0002-2139-7671	AAZ-6752-2020	165687	https://scholar.google.com/citations?hl=en&user=fqWahQEAAAAJ
Teaching Experience (Subjects/Courses Taught)					
Principles of Management, Human Resource Management, Business Economics, Nutrition & Food Science, Hygiene & Sanitation, Organization Behavior, Purchase Management, Corporate Social Responsibility, Personality Development, Project, Seminar					
Honors / Awards & Fellowship for Outstanding Work					

Name of Award/ Fellowship		Awarded By							
		Name of Government Agency		Name of Government Supported Organization/ Department		Name of International Recognized Body			
Teacher’s Day Award, 2021				MJP Rohilkhand University					
Teacher’s Day Award, 2022				MJP Rohilkhand University					
Woman of the Year Award-2018				Future Institute of Engineering & Technology, Bareilly					
Shikshavid Award				Prastuti Foundation, Kanpur					
Publications /Academic Activities (Numbers Only)									
Books & Monograph s (Single Author)	-	Research Papers Published in International Journals	4	Papers Presented in Seminars/ Conferences	3 2	Seminars/ Conferenc es Organized	3	Research Projects (Complete d)	-
Books (Co- authored)	1	Research Papers Published in Other Journals	1 2	Seminar/ Conferences Attended	2 6	Workshop s Organized	5	Research Projects (Ongoing)	01
Books (Edited)	1	Articles Published in Popular Fora, e.g., Websites, Blogs, Newspapers, Magazines etc.	2	Sessions Chaired in Seminars/ Conferences	-	Membersh ip of Academic/ Profession al Bodies	4	Foreign Countries Visited for Academic Assignmen ts	1
Chapters in Edited Books	7			Resource Lectures Delivered	1 0				

Details of Publications /Academic Activities (2010 Onwards)					
(a) Authored Books/ Monographs					
Name of Book	Year of Publication	Publisher	ISBN No		
Purchasing and Materials Management for the Hospitality Industry	2011	Aman Publications	8182040698		
(b) Edited Books					
Year of Publication	Title	Publisher	ISBN	DOI No.	Citations
2020	COVID-19: A Drill Down Analysis	INSC Publishing House (IPH)	9788194637028		
(c) Papers Published in UGC Care Listed /Indexed/ Peer Reviewed Journals					
Year of Publication	Title	Name of Journal	ISSN No	Citations	Impact Factor
1. 2010	Critical Evaluation of Inventory Management in the Hospitality Industry- A Study of the Indian Hotel and Food Service Industry	Journal of IEM Institute of Business Management	0975- 5268	01	
2. 2010	Community Initiatives by the Hospitality Industry: A Case of Rehabilitation of Weaver Communities in Benares by the Taj Group of Hotels	The Alternative, Department of Management, BIT Mesra Journal	0973- 0451		
3. 2012	Community Initiatives in the Hospitality Industry: A Case of SHG Formation of Poor Fisherwomen by the Taj Group of Hotels	Vimarsh	0976-5174		
4. 2014	A study on the impact of consumer attitude on consumption behavior towards chocolate	International Journal of Marketing, Financial Services & Management Research	2277- 6788		
5. 2014	Business Intelligence: A Strategic Tool for the Hospitality Industry	Vimarsh	0976-5174		
6. 2015	CSR stipulations of	International	2394-1529		

	Companies Act, 2013 and actual CSR expenditure by top Indian companies prior to its implementation: A comparative study	Journal of Science, Technology and Management		07	
7. 2015	Contributions of Tata Group Companies towards Training and Rehabilitation of Persons with Disabilities	Vimarsh	0976-5174		
8. 2016	Goods and Services tax (GST): A new tax reform in India	Vimarsh	0976-5174		
9. 2016	Patterns & Determinants of long run performance of IPO's in India	Vimarsh	0976-5174		
10. 2018	Overview of hospitality education in India and crossing the barriers	Shrinkhala Ek Shodhparak Vaicharik Patrika	2321-290 2349-980		
11. 2018	An Overview of some socio-legal issues in hotel marketing	Remarking an Analisation	2394-0344 2455-0817		
12. 2019	Employment of Persons with Disabilities in the Hotel Sector: A Case of Lemon Tree Hotels	Shrinkhala Ek Shodhparak Vaicharik Patrika	2321-290 2349-980		
13. 2019	First generation higher education students in India: How do they break the intergenerational cycle?	Remarking an Analisation	2394-0344 2455-0817		
14. 2020	Emergence of Indian Film Industry in the International Markets: Facilitators and Impeders	International Journal of Asian Business and Information Management (IGI Global)	1947-9638 1947-9646 (Scopus, Web of Science)		0.425 (SNIP)
15. 2020	The Promise of Women Leadership	South African Journal of	1015-8812 2222-3436		0.6 (Journal Impact Factor, Web of Science)

	in COVID Management	Economic and Management Sciences	(Scopus, Web of Science)		0.58 (SNIP)
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(d) Chapter/Paper Published in Edited Books

Publication		Title of the Book	Title of the Chapter	Name & Address of Publisher	Year	ISBN	DOI	Citation Google/ web of science
National	International							
National	International	We shall cross the sea, into a fairyland	The Second Daughter	IIM, Ahmedabad	2011			
National		do-	Mismanagement at IIMA café Tanstaaf	IIM, Ahmedabad	2011			
National		Cases in Management	Shakti Electronics	IIM, Ahmedabad	2011			
National		Conf on Ethics and Social Responsibility of Business, Full proceedings	Corporate social responsibility reporting: A study of top ten Indian companies	Gitam Institute of Management, Visakhapatnam	2013			
		Proceedings of 5 th ICARE MIT - 2020 sponsored by TEQUIP-3	Employment of Persons with Disabilities: Best Practices in the Hotel Sector	Organized by FET,MJP RU, Bareilly; Anukrati Prakashan, Bareilly	2020	978-81-933433-9-5		
National		COVID-19: A Drill Down Analysis	Learning from History: A Review and Comparison of Flu Pandemics	INSC Publishing House (IPH)	2020	9788194637028		
National		COVID-19: A	Complementary role of	INSC Publishing	2020	9788		

		Drill Down Analysis	Yogic Practices in Management of COVID- 19 and Beyond	House (IPH)		1946 3702 8		
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(e) Invited as Resource Lectures Person/Examiner/Expert

Resource person	Detail of Event	Title of Lecture	Date	Institution
Expert Member	Institution Inspection		2008-2011	AICTE, UPTU, PTU
Expert Member	Syllabus Committee, BHM, for UP universities		2011	
Resource Person: 4 Sessions	Building Employee Morale Workshop	Session I: Self Esteem Session II: Desert Survival Exercise Session III: Stress Management Session IV: Work-Life Balance; Class exercises	30-11-11	National Hydro Power Corporation, Banbasa Campus (NHPC)
Resource Person	Career Counseling	Career in Hospitality Industry	16-10-12	Army Public School, Bareilly Cantt.
Resource Person	Workshop on Hospitality	Hospitality: Importance & Traditional Indian Hospitality	23-1-14	Hindustan Times, Bareilly,
Examiner	Viva Exam		3-8- 12, 9-7-13,10-7-13, 4-1-14, 14-7-14, 8-4-15, 4-5-15, 7-6-15 etc	Narayan Academy of Civil Aviation, Bareilly (NACA)
Examiner	Viva Exam		26-7-18, 7-2-20	CSJM University, Kanpur
Examiner	Viva Exam		19-12-2018	BPS Mahila Vishwavidyalaya, Sonipat
Judge	Debate		Feb 2019	Deptt. of Physics, MJPRU
Expert Member	Board of Studies	BOS, Hotel Management	10-10-2019 and other meetings	CSJM University, Kanpur
Expert Member	Board of Studies	BOS, Nutrition & Food Science	10-10-2019	CSJM University, Kanpur

Resource Person	TB Adoption Workshop	TB Awareness and Adoption of	12-12-2019	Gulab Rai Inter College, Bareilly
Resource Person	TB Awareness Workshop	TB Patients Hygiene & TB Prevention in Hotels	20-12-2019	Hotel Eastlite, Bareilly
Resource Person	TB Awareness Workshop	Importance of Nutrition for TB	02-02-2020	RPF, Izzatnagar, Bareilly
Resource Person	TB Awareness Workshop		25-01-2019	RPF, Izzatnagar, Bareilly
Resource Person	TB Awareness Workshop		20-01-2020	IMA Blood Bank, Bareilly
Resource Person	TB Awareness Workshop		10-12-2019	Factory
Resource Person	TB Awareness Workshop		14-12-2019	Windermere Yoga Centre
Resource Person	TB Awareness Workshop		06-12-2019	Art of Living Centre, Bareilly
	TB and HIV Awareness Workshop		08-12-2019	Village Dohra
			01-12-2019	
			15-12-2019	Village Dohri

(f) Seminars/Conferences/Workshops Organized

1. TB Awareness Workshop and Nutritional Food Distribution on 01-01-2020 and 19-02-2020
2. Training Program on Academic Leadership; 27 to 30-4- 2019, Organizing Committee Member
3. Webinar on “Entrepreneurship in the Hospitality Industry Real Life Stories & More, Organizing Secretary
4. An intervention program on Standup against Street Harassment, Organized by Center for Excellence of Women Studies, MJP Rohilkhand University in collaboration with L’Oreal Hollaback and Breakthrough, Aug.3, 2021, Convenor.
5. Rural Tourism in India, 25-1-2022, Coordinator
6. Event Management Leadership Seminar, Dec.17,2024, Organizing Secretary

(g) Projects (With Title, Year, Grants, Funding Agency and Collaborations)

Year	Name of Project	Funding Agency	Amount	Duration	
				From	Till

2021	First-Generation Higher Education Students of Hospitality Management: How do they Break the Intergenerational Cycle	Department of Higher Education, UP Government (Research & Development Scheme)	1,19,000	Dec 2021	Dec 2024
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(h) Administrative Positions/Assignments Held

Post	Organization	Duration	
		From	To
Head	Department of Hotel Management, MJPRU, Bareilly	1998	2001
Assistant DSW	MJPRU, Bareilly Department of Hotel Mgmt., MJPRU	2014	Continuing
Coordinator In charge	Women Grievance Cell, Department of Hotel Mgmt., MJPRU	24-9-2015	Continuing
In charge	Student welfare & Counseling Committee, Department of Hotel Mgmt., MJPRU	30-9-2015	Continuing
In charge	House Keeping Lab, Department of Hotel Mgmt., MJP Rohilkhand University, Bareilly	04-09-2009	Continuing
Assistant Coordinator	Central Evaluation Center, MJP Rohilkhand University, Bareilly	2012, 2013, 2014	
Coordinator (BHM Ques. Paper)	Uttarakhand Tech. University, Dehradun (UK)	July 2020	
Observer	B.ed, PhD Entrance Exams	17-12-2019	
Center In charge	PhD Entrance Exam		
Coordinator	“MJPRU Hospitality Experiential Learning Group”	15-01-2021	Continuing
Flying Squad Member	MJP Rohilkhand University Main Exams	2021	2021

(i) Seminar/Conference Presentations

- Verma, H. (2024, August 23-27). *Emerging Role of Artificial Intelligence in the Hotel Industry*. Presented at International Conference on Embracing Artificial Intelligence for Sustainability & Life Skills, Organized by Faculty of Management, MJP Rohilkhand University, Bareilly, India at Bhutan.

- Verma, H. & Selvalakshmi, M. (2023, March 26-27). *A Study of Green Best Practices of Major Indian Hotel Companies*. Presented at National Conference on Strategies for Management of Bio Resources, Department of Animal Science, MJP Rohilkhand University.
- *Employment of Persons with Disabilities: Best Practices in the Hotel Sector*, Presented at 5th ICAREMIT, Faculty of Engineering and Technology, MJP Rohilkhand University, Bareilly, 1-3 Feb. 2020.
- *How digitalization is transforming the Indian hospitality industry*, Presented at International Conference on Digital India: Empowering the Society, Bareilly College, Bareilly, Jan.27, 2018
- *Patterns & Determinants of performance of IPOs in India*, Presented at International conference on management perspectives: Transforming business practices for innovation, development & governance, Amity University, Rajasthan, 1-2 Sept.2016.
- Verma, H. (18-19 April, 2016), *Skilling youth for the Hospitality sector: Present Scenario and future prospects*, Presented at National seminar on “Make in India: Youth & Skill Development”, Department of Humanities, FET under TEQIP-II funded by World Bank, MJP Rohilkhand University, Bareilly.
- *CSR Stipulations of Companies Act 2013 and actual CSR expenditure by top Indian companies prior to its implementation: A comparative study*. Presented at ICAREMIT, Faculty of Engineering and Technology, MJP Rohilkhand University, Bareilly, 21-23 Feb. 2015.
- Verma, H. (2014, October, 12-13) *English language for Hospitality Graduate: How to bridge the skill gap?* Presented at International Conference on Interfacing Language and Literature, Department of Humanities, FET under TEQIP-II funded by World Bank, MJP Rohilkhand University, Bareilly.
- Verma, H. (2014, October, 11-12). *Establishing India as a global leader in Medical Tourism*. Presented at National Conference on Role of Media in Social, Economic and Cultural Development, Department of Journalism & Mass Communication, Invertis University, Bareilly.
- Verma, H. (2014, March, 29-30). *Hotel simulation games: A novel tool for effective hospitality management teaching*. Presented at National Seminar on How to become an effective management teacher, Department of Business Administration, MJP Rohilkhand University, Bareilly.
- Verma, H. (2014, March, 28-29). *UN global Compact and CSR in India*. Presented at National Seminar on Recent issues in Indian economic development, Department of Applied & Regional Economics, MJP Rohilkhand University, Bareilly, Souvenir pp25.
- Verma, H. (2014, March, 28-29). *Impact of Rural Tourism Project (An initiative of the Ministry of Tourism, India in collaboration with UNDP) on women empowerment*. Presented at National Seminar on Recent issues in Indian economic development, Department of Applied & Regional Economics, MJP Rohilkhand University, Bareilly, Souvenir pp16.
- Verma, H. (2014, February, 7-8). *Rural Tourism Project (An initiative of the Ministry of Tourism, Govt. of India in collaboration with UNDP): Juxtaposing tourism and development*. Presented at National Seminar on Climate change, Environment and Economic Development, Department of Humanities, FET, MJP Rohilkhand University, Bareilly, Souvenir pp. 49.
- Verma, H. (2014, February, 7-8). *Reducing the carbon footprint: Initiatives by major Indian hotel companies*. Presented at National Seminar on Climate change, Environment and Economic Development organized by Department of Humanities, FET, MJP Rohilkhand University, Bareilly, Souvenir pp. 28.
- Verma, H. (2014, February, 1-2). *CSR contributions of top ten Indian companies and provisions of Companies Act, 2013: A Comparative Study*. Proceedings of National Seminar on Challenges & Road Ahead: A Macro-Cosmic Analysis of Sustainable Development sponsored by Higher Education Department, Govt. of UP, VRAL Govt. Mahila College, Bareilly, pp. 35-36.

- Verma, H., Selvalakshmi, M., & Jain, N. (2013, December 20-21). *Corporate social responsibility reporting: A study of top ten Indian companies*. Proceedings of IIM Ahmedabad FDP Alumni Conference on Ethics and Social Responsibility of Business, Gitam Institute of Management, Visakhapatnam, pp.74-88.
- Verma, H. (2013, March 22-23). *A study of the status of training and employment of persons with disabilities in the Indian hospitality industry*. Presented at National Seminar on Education and rehabilitation of children with special needs, Centre for Disability studies, Department of B.Ed./ M.Ed., Faculty of Education & Allied Sciences, MJP Rohilkhand University, Bareilly Souvenir.pp.69.
- Verma, H. (2013, March 22-23). *Training and rehabilitation of persons with special needs: A case of the Tata group*. Presented at National Seminar on Education and rehabilitation of children with special needs, Centre for Disability studies, Department of B.Ed./ M.Ed., Faculty of Education & Allied Sciences, MJP Rohilkhand University, Bareilly. Souvenir pp.63.
- Verma, H. (2013, March 20-21). *E-Governance: A tool for re-inventing higher education in India*. Paper presented at National Seminar on Promoting E- governance culture in Institutions of Higher Education, Department of B.Ed./ M.Ed., Faculty of Education & Allied Sciences, MJP Rohilkhand University, Bareilly Souvenir.pp.22.
- Verma, H., & Gupta, P.K. (2011, March 26-27) *Social Responsibility and Community Engagement by Hotel Companies: A case of Marriot International Inc*. Presented at National Conference on Sustainable Tourism Development: Practices, Issues, Grey Areas and Strategies, Institute of Tourism and Hotel Management, Bundelkhand University, Jhansi.
- Verma, H., & Gupta, P.K. (2011, March 26-27). *A Study of the Impact of Rural Tourism Projects (An Initiative by the Ministry of Tourism, India in Collaboration with UNDP) on the Local Community*. Presented at National Conference on Sustainable Tourism Development: Practices, Issues, Grey Areas and Strategies, Institute of Tourism and Hotel Management, Bundelkhand University, Jhansi.
- Verma, H., & Gupta, P.K. (2011, March 26-27). *Travel and Tourism: A Powerful Tool to Meet the Challenges of Sustainable Development*. Presented at National Conference on Sustainable Tourism Development: Practices, Issues, Grey Areas and Strategies, Institute of Tourism and Hotel Management, Bundelkhand University, Jhansi.

(j) Memberships of Academic/Professional Bodies

- Member, Faculty Board, Faculty of Management, MJP Rohilkhand University, Bareilly
- Member, Board of Studies, Hotel Management, MJP Rohilkhand University, Bareilly
- Member, Board of Studies, Hotel Management, CSJM Kanpur University, Kanpur
- Member, Board of Studies, Nutrition & Food Science, CSJM Kanpur University, Kanpur
- Life Member, Indian Commerce Association
- Member, Rohilkhand University Management Association, MJPRU, Bareilly
- Ex-Member, Academic Council, MJP Rohilkhand University, Bareilly
- Ex-Convenor, Board of Studies, Hotel Management, MJP Rohilkhand University, Bareilly
- Ex-Member, Expert Committee for Inspections, AICTE
- Ex-Member, Expert Committee for Inspections, UPTU
- Ex-Member, Expert Committee for Inspections, PTU
- Life Member, Alumni Association, GB Pant University of Agriculture & Technology, Pant Nagar (UK)
- Member, Alumni Association, IIM, Ahmedabad

(k) Participation in Community Service / Exchange Program / Consulting Activity

1. Core Team Member of Zero TB Digital Platform, a novel initiative for DOTS and Nutritional care of TB patients, several TB, Nutrition, Gender sensitization awareness talks in villages near university like Dohra, Gautiya, Lalpur etc. Adopted several TB patients
2. Volunteer, Art of Living Foundation
3. Represented Rotary International District 3110, India as member of Group Study Exchange Team at Rotary

International District 6000, Iowa, USA, 21 April- 13 May 2007			
4. Life Member, Sita Rasoi, Rampur Garden providing balanced meal at Rs.10/ to the poor			
5. Registered Organ Donor Shatayu; Pledged eyes, Kidneys, Heart, Pancreas, Liver and Lungs after death			
(l) International Academic Exposure			
1. International University Visits			-Iowa State University, Ames (IA), USA -St. Ambrose University, Davenport (IA), USA -Drake University, Des Moines (IA), USA - University of Nairobi, Nairobi, Kenya
2. Other institutions			-Hyline International Research Farm, USA - Stine Seed Research Farm, USA -Hy-Vee Warehouse, Chariton, USA -Johnson Machine Works, USA - New Port Authority, Keokuk, USA - Grimes High School, Dallas Center, USA - Wallace Elementary School, Des Moines, USA - Spurgeon Manor Retirement Home, USA - Wesley Acres Retirement Home, USA - Ridgecrest Village (Assisted Living Institution) -Harold & Barrot Row Crop Farm
(m) Any Other Details			
<ul style="list-style-type: none"> • Copyright awarded for “Zero TB Digital Platform”, Registration no. L-97212/2020 • GMAT score (11-06-08): 680, Offered admission by IIM (A) for the coveted PGPX program (2009-10). • Qualified Service Selection Board twice for Commissioned Officer in the Indian Air Force, 1992. • Travelled across India (Pang Tso Lake to Andaman & Nicobar Islands), USA, Indonesia, Thailand, Kenya, Nepal, Bhutan. 			

Hema Verma
Signature of Faculty Member