

Curriculum vitae

Prof. (Dr.) Surya Rashmi Rawat

Personal Details

Address: Business School,
Central University of Himachal Pradesh, (Dharamshala) India
Telephone: 9049776832
E-mail: rawatsuryarashmi@gmail.com
rawatsuryarashmi@hpcu.ac.in
Citizenship India

Professional Qualifications

- PhD (Management) on **Consumer Behaviour towards Green Products** from HPU Business School Summer Hills, Shimla
- MBA (International Business)-Full time two year post graduate degree course, HPU Shimla
- LLB- Full time three year degree courses, HPU Shimla

Employment History

- Associate Professor, University Business School, Himachal Pradesh University, Summer Hill, Shimla
- Associate Professor, Symbiosis Law School, Pune, Symbiosis International (Deemed University)
- Associate Professor, Symbiosis Law School, Noida, Symbiosis International (Deemed University)
- Assistant Professor, Symbiosis Law School, Pune, Symbiosis International (Deemed University)
- Head of the Department, BBA, Lords International College, Alwar, (Affiliated to University of Rajasthan) Rajasthan
- Lecturer in Lords International College Alwar, (University of Rajasthan) Rajasthan, taught MBA and BBA Programme
- On the job training at TATA International Limited, Mumbai

Personal Distinctions

- **Visited Brunswick University, Ostfalia, Germany** from 1st to 8th November, 2015 under **DAAD Exchange Program (German Academic Exchange Service (Deutscher Akademischer Austauschdienst, DAAD))**. During the visit delivered lectures on, Doing Empirical research in Management and Understanding Online Consumer Behaviour in India & Germany. Also contributed in a symposium on, New Ways of Online Marketing.
- Visited **Sofia University, Bulgaria** to attend the second training session of the **Erasmus+ Capacity Building in Higher Education project European Studies Revitalized across Asian Universities (EURASIA, Erasmus + program of the European Union)** from 2nd December 2018 to 15th December 2018. This trip was sponsored by Eurasia Project. During the course I designed two courses titled, Cross Cultural Communication and its impact over Single Market and Business Strategies for launching green products in single market (European Union). Both the courses are for 2 credits.
- Distinguished Member, International Council of Jurists from 2017-2021

Invited Seminars and Invited Conference Presentations (last 5 years)

- Presented research paper titled, Impact of Screen Time and other factors on Sleep Time in the SIMSARC'22, Symbiosis Institute of Management Studies (SIU) Annual International Research Conference conducted from 15th to 17th December 2022 at SIMS Khirkee. The paper was co-authored and co-presented with Raghav Singh Rawat, Symbiosis Law School, Pune.
- Presented research paper titled, Mindfulness Training as a mechanism to prevent burnout: Bibliometric coupling analysis in the SIMSARC-20, Symbiosis Institute of Management Studies (SIU) Annual International Research Conference held on 21st to 23rd December, 2020 at SIMS Khirkee. The paper was co-authored by Ms. Shikha Mann, Indira School of Business. Pune.
- Presented research paper titled, Artificial intelligence- making life convenient or complex: an ethical and legal scrutiny, in the INFRACON 2019 International Conference on Delivering Future Infrastructure for Developing Countries Jointly organised by Symbiosis Centre for Management and Human Resource Development, (SCMHRD),SIU Symbiosis International (Deemed University),Pune India and School of Architecture and Built Environment University of Wolverhampton United Kingdom from 10th to 12th July, 2019.
- Presented research paper titled, Medical Negligence Cases: Rights & Duties of Doctors - Mumbai a Case Study!, in the SYM HEALTH 2018- a National Conference organized by Faculty of Health & Biomedical Sciences (FoHBS), Symbiosis International (Deemed University) from 3rd, 4th and 5th May 2018. The paper was coauthored by Muskan Sharma, Nishka Asarpota, Ankita Sethi.
- Presented research paper titled, Psycho-Behavioural Changes in Women towards Beauty and Fitness Products: Middle-Aged Women– A Case Study!, in the SYM HEALTH 2018- a National Conference organized by Faculty of Health & Biomedical Sciences (FoHBS), Symbiosis International (Deemed University) from 3rd, 4th and 5th May 2018. The paper was coauthored by Parinishtha Jindal and Priyadarshini A.

Professional Contributions (last 5 years)

- During the second training session of the Erasmus+ Capacity Building in Higher Education project European Studies Revitalized across Asian Universities (EURASIA, Erasmus + program of the European Union) from 2nd December 2018 to 15th December 2018, I **designed two courses** titled, **“Cross Cultural Communication and its impact over Single Market”** and **“Business Strategies for launching green products in single market (European Union)”**. Both the courses are for 2 credits and were **reviewed by international reviewer from the UK.**
 - Coordinated NAAC Visits for previous employers (SIU, HPU)
 - Annual syllabus revision & curriculum development for previous employers (Symbiosis International (Deemed) University, Pune)
 - Convenor for Developing CBCS for MBA batch 2022-23 for University Business School, HPU, Shimla
 - Delivered lectures on following topics in recent past as resource person:
 - The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013)
 - Communication Skills
 - Outcome Based Education
 - Administrative leadership
 - NAAC: A step towards achieving international standards in Higher Education
 - Quality Assurance in Higher Education
 - Choice Based Credit System
 - National Education Policy-2020
 - Indian Knowledge System
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Teaching

- Marketing Management
- Human Resource Management
- Indian Knowledge System

Doctoral Thesis Supervision

- 01 student

University Administration

Responsibilities held with previous employers during employment with them

Himachal Pradesh University, Shimla

- Chairperson, Department of Life Long Learning, HPU
- Additional Director, Centre for Women's Studies and Development, HPU
- Deputy Director IQAC, HPU
- Member, Academic Council, HPU
- Member, Faculty of Commerce and Management, HPU
- Member, Examination Reform Committee, HPU
- Member, Research & Innovation Committee, HPU
- Member, Curriculum Development Committee, HPU

Symbiosis International (Deemed) University, Pune

- Member, Board of Studies, Faculty of Law, Symbiosis International (Deemed University), Pune
- Member, Board of Studies, Subcommittee, Faculty of Management, Symbiosis International (Deemed University), Pune
- Member, Academic Audit Committee, SIU
- Prof- In- charge, IQAC, SLS, Pune
- NAAC, Coordinator, SLS, NOIDA
- NAAC, Coordinator, SLS, Pune
- UGC, Coordinator, SLS, Pune
- Member, Research & Advisory Committee (RAC), Symbiosis Law School, Pune
- Member, Grievance Redressal Committee, SLS, Pune
- Member, Programme Review Committee, SLS, Pune
- Member, Anti-ragging Committee, SLS, Pune

Research Projects and Income

Year	Source of funds	Project title	Amount
2017	Symbiosis Centre for Research and Innovation, SIU, Pune	Understanding Factors Motivating Employees & Enhancing Job Satisfaction at Work Place- Pune a Case Study	1.2 Lakhs
2017	European Union	Erasmus+ KA2 CBHE Project on European Studies Revitalised Across Asian Universities (EURASIA)	Appointed Project Assistant by Prof. (Dr.) Shashikala Gurbur, Project Leader and Dean Faculty of Law, Symbiosis International

Publications

Refereed Journal Articles

1. Rawat S R, S Mann, N Kaul, (2021). Impact of Rank on Police Personnel's Stress: A Comparative study of Police Personnels of Naxalite and non-naxalite region. **Pacific Business Review (International)**, 2021, 14(5),pp 138-149.
2. Rawat S R, S Mann, N Kaul, (2020). Review of Research on Stress and Mindfulness: A Bibliometric Analysis. **International Journal of Advanced Science and Technology**, 2020, 29(11),pp 516-533.
3. Rawat S R, S Mann, N Kaul, (2020). Psychological Symptoms of Occupational Stress-A Bibliometric Review. **Journal of Critical Reviews**, 2020, 7(11),pp 951- 956
4. Rawat S R, S Mann,(2021). Factors Affecting Police Stress: A Study of Maharashtra Police. **Turkish Journal of Computer and Mathematics Education (TURCOMAT)**12(4) pp 1110-1116
5. Rawat S R , S Mann,(2021). Mindfulness Training Intervention to Manage Stress and Burnout: A Bibliometric Review. **Gurukul Business Review (GBR)**17(1) pp 50-62
6. Rawat S R , (2020). Determinants of job satisfaction at workplace: A bibliometric analysis. **Journal of the Social Sciences** 48(3). pp1275- 1291
7. Rawat S R , J. Khyaati Shri , Miriam Solomon , Sree Tirumalapeddinti , Ishmeet Kaur (2017) , Shreyashreeta Ray , Understanding the Role of Snapchat in Promoting National & International Trade, **IPASJ International Journal Of Management(IIJM)**, Volume 5(8) , Issue 8, August 2017 , pp. 022-028 , ISSN 2321-645X.
8. Rawat S R (2017). Demographic Dividend –a Myth or a Reality! **International Journal of Applied Business and Economic Research**. 15(2) pp 117-138.ISSN : 0972-7302
9. Rawat S R (2017). ‘ Startup India, Standup India’: An Outstanding Drive for Employment Generation and Wealth Creation! **International Journal of Research in Computer Application and Management**. 7(1). 28-35. Paper was co-authored by HarshitaKapoor, AarushiSahu&Apporva Jain. ISSN : 2231-1009 Volume VII (2017) Issue- 1(January).
10. Rawat S R , (2017). Understanding Brand India Campaign and Its Impact over Small Scale Industries. **International Journal of Research in Commerce, Economics & Management** 7(1) pp 26-31. Paper was co-authored by Nayan Mittal, AyushChowdhury, DivyanshGautam, SanjayNarayandas& Ram Kumar. Volume VII (2017) Issue- 1(January) (ISSN 2231 – 4245).
11. Rawat S R (2017). Understanding Challenges and Opportunities before Wellness Tourism in India. **Indian Journal of Public Health Research & Development** 8 (4) .pp 668- 677. Print ISSN: 0976-0245. Online ISSN: 0976-5506.
12. Rawat S R (2017). Traits of Transformational Leader: Durga Saptshati- A Case Study. **Purushartha: A Journal of Management Ethics and Spirituality** 9 (2) pp 18-26. September 2016 - February 2017. ISSN: 0975-024X, EISSN: 2456-1371.
13. Rawat S R , Dushyanth S, Kediya A and Dhruvavastha P (2016). Modi’s Make in India drive: Right Time to give a National Call to become Global Manufacturing Hub. **Indian Journal of Science and Technology**, Vol 9(21) pp 1-11. ISSN (Print): 0974-6846; ISSN (Online): 0974-5645.
14. Rawat S R (2015). Determinant Attributes of Green Products. **International Journal of Marketing, Financial Services & Management Research** ISSN 2277-3622 Vol.4 (7), JULY (2015), pp. 193-215.
15. Rawat S R (2015). Impact of Age and Income over Green Consumer Behavior, peer reviewed journal. **Indian Journal of Science and Technology** 8 (S4) , 13-22. (Feb 2015).
16. Rawat S R (2015). Impact of Transformational Leadership over Employee Morale and Motivation. **Indian Journal of Science and Technology** 8 (S6), 25-34.March (2015). Print ISSN : 0974-6846 Online ISSN : 0974-5645.
17. SR Rawat, K Bhatia, M Hegde, N Bhat, S. Tewari (2015). The Importance of Ethical Marketing Practices. **Journal of Business Management & Economics** 3 (2) , 23-30 (Feb 2015). ISSN: 2347-5471.

18. K Srivastava, A Sethumadhavan, H Raghupathy, S Agarwal , S R Rawat (2015). To Study the Indian Perspective on the Concept of Work from Home. **Indian Journal of Science and Technology**, 8 (S4), 212-220, (Feb 2015). Print ISSN: 0974-6846 Online ISSN: 0974-5645
19. Rawat S R (2014). Social Media–the Lifeline of 21st Century! **American International Journal of Research in Humanities, Arts and Social Sciences, AIJRHASS**, Issue 9(3) , Volume 3, pp. 216-220, December-2014 to February-2015 (AIJRHASS), ISSN(Print): 2328-3734, ISSN(Online): 2328-3696, ISSN(CD-ROM): 2328-3688.
20. Rawat S R (2014). Green marketing – an extended corporate Social responsibility. **Asia Pacific Journal of Marketing & Management Review APJMMR**, Vol.3 (7), JULY (2014), ISSN 2319-2836 PP. 15-23.
21. Rawat S R (2014). Defined nature of job - a stress panacea. **Asia Pacific Journal of Marketing & Management Review APJMMR**, Vol.3 (7), JULY (2014), ISSN 2319-2836 PP. 24-33.
22. Rawat S R (2014). Marketing through Likes and Shares-A Case Study. **IOSR Journal of Business and Management (IOSR-JBM)**, pp 58-62 (Feb 2014). e-ISSN:2278-487X, p-ISSN:2319-7668 Vol 2.
23. Rawat S R (2014). Socio-Economic Aspects of the National Food Security Bill, 2013. **IUJ Journal of Management** Vol. 2, No.2, November 2014 ISSN: 2347 – 5080. PP 44-47. CO authored by Tania Chourasia.
24. S R Rawat (2014). Green marketing the greener roads ahead. **Journal of Applied Management - Jidnyasa** 2014 Vol. 6 (1) , Jan-June 2014 ISSN: 00976-0326 (pp. 57-67).
25. S R Rawat, Geetika Vijay & Prateek Patnaik (2014). Effects of economic slowdown on employee-employer relationship & work environment. **Journal of Applied Management - Jidnyasa** 2014 Vol. 6 (1), Jan-June 2014 ISSN: 0976-0326 (pp. 87-100).
26. Ajay Singh, Cherry Gupta, Prakash Verma, S R Rawat (2014). Managing stress through changing life style. **Journal of Applied Management - Jidnyasa** 2014 Vol. 6 (1) , Jan-June 2014 ISSN: 0976-0326 (pp. 101- 108).
27. Rawat S R (2013). Hot Spots of Green Marketing. **Excel International Journal of Multidisciplinary Management studies**. ISSN 2249 8834 EIJMMS, Vol 3 (1) Jan 2013, pp 14-22 co-author Dr. Pawan K. Garga.
28. Rawat S R (2012). India Redefining - The Urge to Splurge. **Asia Pacific Journal of Marketing & Management Review** with ISSN 2319-2836 Vol 1(4) Dec 2012, pp 125-132
29. S Sharma, A Kanda, S Lama, A Sharma, S R Rawat, (2013). Impact of Texting Over Teen Literacy and Social Communication, **Journal of Knowledge & Communication Management** 3 (2) , 121-132 (October 2013). Print ISSN: 2277-7938. Online ISSN: 2277-7946.
30. S R Rawat, Vignesh Raj, Arvind Manoharan, Shubham Vineet, (2013). Rajat Gupta: An American Dream Up Turned - A Case Study. **Indian Journal of Corporate Governance** Volume 6, Issue 2, July - December 2013. SCOPUS, pp. 42–51. eISSN: 24542482 | ISSN: 0974-6862
31. S R Rawat, Ameya Pant and Soumo Palit, (2013). Case Study titled, Entrepreneurial Journey of Lijjat PAPAD . **Excel International Journal of Multidisciplinary Management Studies** Year: 2013, Volume: 3, Issue: 3 pp 170- 178 Online ISSN: 2249-8834.
32. S R Rawat (2013). Combating Climate Change through Green Lifestyle. **Journal of Applied Management – Jidnyasa-13**. ISSN: 0976-0326. pp 36-42
33. Rawat S R (2012). Change Your Lifestyle Not the Climate. **International Journal of Social Science & Interdisciplinary Research (IJSSIR)** Vol 1 issue 12; Dec 2012 with ISSN 2277 3630. Co-author Dr. Pawan K. Garga. Pp 73-80
34. Rawat S R (2012). Understanding Consumer Behaviour towards Green Cosmetics. **Sustainability and Economics e-Journal** Vol 1, Issue 72, 09 Aug, 2012 (through SSRN). Co-author Dr. Pawan K. Garga
35. S R Rawat (2012). Feasibility of Green Marketing in the Children Segment. **SIES Journal of Management** Vol 8(2), Issue 2, Sep 2012 with ISSN 0974-2956. pp 85-96. Co-author Dr. Pawan K. Garga
36. S R Rawat, (2012). Feasibility of Green Marketing in the Women Cosmetics. **Journal of Applied Management - Jidnyasa** ISSN: 0976-0326. (2012) Vol 4 pp 51-56.

Book Chapters

1. S R Rawat (2012), Corporate or the Citizen Social Responsibility, published as book chapter in book titled Enhancing Enterprise Competitiveness through Human Capital and Operations Management ISBN: 978-93-81361-73-3. (Jan 2012) Co-author Dr. Pawan K. Garga . Excel India Publishers

Case Study

1. Rawat S R (2011). A case study titled Dream Big and Dare to step in Ref No 811-037-1 has been registered and published with ECCH, **The European Case Clearing House,UK**. (April 2011).