

CURRICULUM VITE

1. Name of Faculty : **DR. MAMTA JAIN**
2. Department : Department of Economic Administration and Financial Management
3. Designation : Associate Professor
4. Age as on 01.01.2016 : 47 Years
5. Educational Qualifications : M.Com., MBA, M.Phil and Ph.D.
6. Teaching Experience as on 01.01.2016 : 20 Years
7. Address (Local) : Warden Laxmi Bai Girls Hostel,
University of Rajasthan, Jaipur-302004
- Address (Permanent) : 329, Sindhi Colony, Raja Park
Jaipur-302004
8. Phone/Mobile Number : 9314505983
9. Email ID : mamta_deoli@yahoo.com
10. Details of Research Projects :

| S. NO. | Title of Project | Co-Investigator if any | Funding Agency | Year of sanction | Year of completion | Funds received (in Lacs) |
|--------|--|------------------------|----------------|------------------|--------------------|--------------------------|
| 1. | Corporate Social Responsibility in Indian Banking Sector (A Strategic Implications on Customer) | - | UGC | 2010 | 2011 | 1.50 Lacs |
| 2. | A Study of Customer Preferences of Banking Products | Co-Investigator | ICSSR | 2012 | 2015 | 8.00 Lacs |
| 3. | Micro Finance as a Tool for Corporate Social Responsibility in Banking sector | Co-Investigator | UGC | 2012 | 2015 | 7.50 Lacs |
| 4. | A Study of FDI as Determinates For Transforming and Enhancing Quality of Indian Higher Education Systems | Research Award | UGC | 2016-18 | Recommended | - |

PUBLICATIONS:

(A) ARTICLES PUBLISHED IN NEWS PAPERS & MAGAZINES:

- i. नारी कितनी परतन्त्र, कितनी स्वतन्त्र, नवम्बर 1992 राजस्थान विकास
- ii. कीमतों के नियन्त्रण में उपभोक्ताओं की भूमिका, मई 1993 राजस्थान चैम्बर सन्देश
- iii. भारतीय परिवार नियोजन संघ, स्वरूप और गतिविधियाँ, दिसम्बर 1994, राजस्थान विकास
- iv. झूठे पड़ गये मनमोहन सिंह के सारे आकलन, अप्रैल 1995, समाचार जगत
- v. आंकड़ों के मायाजाल में उलझे वित्त मन्त्री, अप्रैल 1995, दैनिक नवज्योति
- vi. एड्स के आतंक का मुकाबला (समाज शास्त्रीय उपायों से), अगस्त 1996, श्रमणोपासक
- vii. विद्यालयों में यौन शिक्षा, कितनी व्यावहारिक, जुलाई 1996 समाचार जगत
- viii. कानूनों के बावजूद महिला शोषण क्यों, जुलाई 1996 अणुव्रत
- ix. कैसे करें एड्स के आतंक का मुकाबला, जून 1996, समाचार जगत
- x. कानूनों के बावजूद महिला शोषण में वृद्धि, जून 1996, समाचार जगत
- xi. समय का सही उपयोग कीजिए , दिसम्बर 1997, अणुव्रत
- xii. लौट आई भाग्य रेखा मिटाने लॉटरी, नवम्बर 1997, दैनिक भास्कर
- xiii. बजट—तकनीकी कम, व्यावहारिक ज्यादा, मार्च 1997, दैनिक भास्कर
- xiv. पेयजल समस्या, विकराल होती समस्या, मई 1997, दैनिक भास्कर
- xv. पैसे की तंगी, कब तक रहेगी बहाना, जनवरी 1997, दैनिक भास्कर
- xvi. बालू पर अंगुलियों की लकीरों सा है कानून, मार्च 1997, दैनिक भास्कर
- xvii. न ये नाराज हों, न वे दुःखी इसी का साझा होगा बजट, फरवरी 1997, दैनिक भास्कर
- xviii. केवल कानून से नहीं मिलेगा संरक्षण, फरवरी 1997, दैनिक भास्कर
- xix. उपभोक्ता हितों का संरक्षण केवल कानून से सम्भव नहीं, मार्च 1997, समाचार जगत
- xx. सीटीबीटी— भारत हस्ताक्षर करे या नहीं, मई 1998, दैनिक भास्कर
- xxi. स्त्री पुरुष की समानता कितना ढोंग कितना यथार्थ, जून 1998, प्रताप केसरी

- xxii. आधुनिकता जो दिखती है वह हैं नहीं, जुलाई 1998, प्रताप केसरी
- xxiii. मुद्रा स्फीति बढ़ायेगी, वेतन आयोग की सिफारिशें, मार्च 1998, समाचार जगत
- xxiv. वल्लभ भाई पटेल— कैसे बने सरदार पटेल, अक्टूबर 1999, दैनिक भास्कर
- xxv. क्या कहती है तारापुर समिति की रिपोर्ट, जून 2000, दैनिक भास्कर
- xxvi. समाज और विकास के साथ बदलती मीडिया की प्रकृति, जुलाई 2000, समाचार जगत
- xxvii. नवीन कृषि नीति – कितनी व्यावहारिक, जुलाई 2000ए समाचार जगत
- xxviii. नई , आयात निर्यात नीति की सफलता आशंका के घेरे में, जुलाई 2000, समाचार जगत
- xxix. पुस्तक का दर्द— 2001, कॉमर्स कालेज मैगजीन 'उत्कर्ष'

(B) RESEARCH ARTICLES PUBLISHED IN ACADEMIC JOURNALS

1. An article titled "Credit Risk Management- An Analysis" published in journal Commerce and information Technology Jaipur (2006), Vol. 6 No.2, ISSN No. 0972-9550 .
2. An article titled "Management of cash", published in journal of Accounting Studies published by Department of Accountancy & Business Statistics in Collaboration of P.G. School of Commerce, University of Rajasthan Jaipur (2006), Vol. 8, No. 1, ISSN No. 0972-1371.
3. An article titled "Disinvestment-A Critical Analysis" Published in Journal titled "Management Researcher" issue by institute of Management Development and Research Thiruanthapuram (2007), Vol. XIV No.1, ISSN No. 2223-8421.
4. An article titled "Role of Children in Influencing Purchase Decision" published in Accounting Studies Journal, Department of ABST, University of Rajasthan, Jaipur (2007), Vol. I, ISSN No. 0972-1371.
5. An article titled "Medical Tourism in Indian: Current trends and its future prospective" published in Journal titled "Management Researcher" issue by institute of Management Development and Research Thiruanthapuram (2009), Vol. XVI No.1, ISSN NO. 2223-8431.
6. An Article titled "Real estate-An Ideal Investment" (with special Reference to Rajasthan) published in Journal titled the Indian Journal of Business Administration" by Department of Business Administration, Jai Narain Vyas University, Jodhpur (2010), Vol.6, ISSN No. 0975-6825.
7. An Article "Globalisation of Higher education through FDI: A Step to be taken or not in India "published in E-journal titled" Zenith International & Journal of Multidisciplinary Research by Zenith International Research and Academic

Foundation, Kurukshetra University, Kurukshetra, Haryana, (2011), Vol. 1, Issue No.3, ISSN NO. 2231-5780.

8. An Article "Role of FDI in promoting Economic growth in Developing countries with special reference to India. "Published in International journal of Development studies" by Banaras Hindu University, Varanasi, India (2011) , Vol. V Issue-I, ISSN No. 0975-5799.
9. An article "A Picture of Industrial Devolvment in Rajasthan Painted by RIICO Published in Journal Titled "Proficient An International Journal of Management by Jahanvi Publication" (2011), Vol. III Issue-IX, RNI Registration No. RAJENG 2010-33876.
10. An article "Medical Tourism and Indian Economy", published in Journal titled "Journal of Business and Management", published by Department of Business Administration, University of Rajasthan, Jaipur (2011), Vol.6 No.1, ISSN NO. 2277-8012.
11. An article "Corporate Social Responsibility in Indian Banking Sector – A Strategic Implication on Customer" in Journal titled "Economic Administration Review" published by Department of EAFM, University of Rajasthan, Jaipur (2012), Vol. 29, No.1, ISSN No. 2277-5629.
12. An article "FDI in Multi Brand Retail: Is it the need of the hour?" published in E-Journal titled "Zenith. International Journal of multidisciplinary Research" published by Zenith International Research & Academic Foundation, Jagadhari – Haryana, India (2012), Vol. 2, Issue 6, ISSN NO. 2231-5780.
13. An article "Reverse Mentoring : A Wake-up-shake-up step in HRD" published in Asian Journal of Research in Business Economics and Management by Asian Research Consortium (2012), Vol.2 Issue 10, ISSN NO. 2249-7307.
14. An article "Work place stress and suicide : A Study with References to Public Sector Organisation" published in Zenith International Journal of Multidisciplinary Research (2012), Vol.2, Issue 7, ISSN No. 2231-5780.
15. An article "Financial Services to excluded Sectors through Financial inclusion" published in "ARTH PRABHAND" A Journal of Economics and Management by Pinnacle Research Journal (2012), Vol. I, Issue 3, ISSN No. 2278-0629.
16. An article "Competency mapping during Recession : The need of the Hour for Retail published in E-Journal titled "Finance Management Marketing Research" published by International Journal of Marketing, Financial Services and Management Research (IJMFSMR) (2012), Vol.1 Issue 6, ISSN No. 2277-3622.
17. An article "Impact of foreign Institutional Investment on Stock market with special Reference to BSE. A Study of last one decade published in Journal titled "Asian Journal of Research in Banking & Finance" published by Asian Research Consortium, Yamunanagar Haryana India (2012), Vol. 2 Issue 4, ISSN No. 2249-7323.
18. An article titled "Stock Market Volatility in India : A Study of BSE Sesex" publishes in ZENITH International Journal of Business Economics & Management Research (2013), Vol. 3(2), ISSN No. 2249-8826.

19. An article titled "Role of Foreign Direct Investment And Foreign Institutional Investment in Indian Economy", published in Asian Journal of Multidimensional Research (2013), Vol. 2 Issue 3, ISSN NO. 2218-4853.
20. An article "Counting Footprint – Growth of India and China" published in Periodic Research, (2013), Vol. II, Issue-1, ISSN No. 2231-0045.
21. An article "Banking Services and Customers Satisfaction – A Study of Banks in Campus of University of Rajasthan", published in Asian Journal of Research in Banking and Finance (2013), Vol. 3, No. 11, ISSN No. 2249-7323.
22. An article "SHG Bank Linkage Programme for Inclusive Growth : A Study of Rajasthan State" published in Zenith International Journal of Business Economics and Management Research (2013), Vol. 3 (II), ISSN No. 2249-8826.
23. An article "Impact of Future Trading on Pricing of Indian Agricultural Goods (with special Reference to Guarseed)" published in Journal of Commerce and Management Research (JCMR) (2013), Volume-3, Issue-3, ISSN NO. 2249-0442.
24. An article "Green Banking – A Practical Approach for Future Sustainability" published in TRANS Asian Research Journals (2014), Vol. 3, Issue-1, ISSN No. 2279-0667.
25. An article "Corporate Social Responsibility and Government Regulation : Evidences from Banking Industry" published in International Journal of Research in Commerce, Economics and Management (2014), Vol. No.4, Issue No.4 , ISSN No. 2231-4245.
26. An article "The Impact of Competitive Pressure on Retention and Switching Intentions: Evidences From Banking Sector of Jaipur City", published in Periodic Research Journal,(2014), Vol.II, Issue-IV, ISSN No. 2231-0045
27. An article titled "Role of Microfinance and SHGs for Women Empowerment in Ajmer District", published in Economic Administration Review Journal (2014), Vol. 131, ISSN No. 2277-5269.
28. An article titled "An Analytical Study of Price Volatility of Selected Agricultural Commodity (Black Paper) traded on NCDEX" published in International Journal of Finance Research Review Impact Factor 0.604 (2014), Vol. 2, Issue 10, ISSN NO. 2321-0354.
29. An article titled "Microfinance in India : Issues and Challenges", published in International Journal of Innovative Research and Practices (2014), Vol. 2 No.3, ISSN No. 2321-2918.
30. An article titled "Impact of Speculation in Commodity Future Market (Evidences to Commodity of Jeera)", published in Economic Administration Review Journal (2015), Volume 1, ISSN No. 2277-5269.
31. An article titled "Social Media Presence is no longer an option But a Business Imperative – A Study on Social Media Perspective in Selected Banks" published in Proficient International referred Journal of Management (2015), Vol. VII Issue VIII, ISSN No. 0975-475x.

32. An article titled "A Critical Analysis of Pradham Mantri Jan Dhan Yojana" (PMJDY) published in International Journal of in Multidisciplinary and Academic Research (2015), Vol. 4 No. 4, ISSN No. 2278-5973.
33. An article titled "Financial Literacy : An Empowerment for Financial Inclusion" published in International Journal of research, Commerce, Economics and Management (2015), Vol. No. 5, Issue No. 09, ISSN No. 2231-4245.
34. An article titled "Customer Perception About E-Banking Adoption in Indian Banking Sector" published in International Journal of Engineering Technology Management and applies Sciences (2015), (IJ ETMAS) Vol. 3, Issue 9, ISSN No. 2249-4476.

12. List of Books Published :

- i. "Insurance-HRD Practices" Published (2007) by Ritu Publication, Jaipur.
- ii. "Monetary Policy of India" published (2009) by Research Publication, Jaipur.
- iii. "Monetary Economic" Published (2009) by Research Publication, Jaipur.
- iv. "International Banking" (Published 2010) by Research Publication, Jaipur.
- v. "Banking Management and Administration" (Published 2010), By Research Publication, Jaipur.
- vi. "Indian Banking System" (Published 2010) by Research Publication, Jaipur.
- vii. "Transport Economic" (Published 2011) by Research Publication, Jaipur.

13. List of Conferences/
Symposium/ Refresher
Courses organized :

14. List of Conferences/ Symposium/Refresher Courses Attended :

INTERNATIONAL CONFERENCE & SEMINAR:

- i. International Conference on "Management of Finance and International Accounting", organized by Research Development Association, Jaipur (India), Sept. 11-13, 1998.
- ii. International Conference on "Sustainable Peace in a Unipolar World: The Strategic Context of South Asia", organized by Centre for Gandhian Studies, University of Rajasthan Jaipur, March 23-25, 2000.
- iii. International Conference on "Conflict, Peace and Development in South Asia", organized by University of Rajasthan, Jaipur, December 28-30, 2005.
- iv. International Conference on "Rural Marketing", organized by University Commerce College, University of Rajasthan, Jaipur, February 17-18, 2010.

A. NATIONAL CONFERENCE & SEMINAR:

- i. XLIX All India Commerce Conference, October 14-16, 1995, organized by University of Rajasthan, Jaipur.

- ii. National Conference on "Working Capital Management", Vardhman Institute of Management and Allied Sciences and Rajasthan Chamber of Commerce & Industry, Jaipur, January 24, 1998.
- iii. National Conference on "Inventory Management", Research Development Association and Rajasthan Chamber of Commerce & Industry, Jaipur, May 23, 1998.
- iv. National Conference on "Gramdam: Concept, Progress and Challenges", Centre for Gandhian Studies, University of Rajasthan, Jaipur, October 2-3, 1999.
- v. National Conference on "Environmental Management in the Prospect of Jainism", Centre for Jain Studies, University of Rajasthan, Jaipur, March 12-14, 2000.
- vi. National Seminar on Tax Planning, March 15-16, 2000, Department of ABST, University of Rajasthan, Jaipur
- vii. National Seminar on Working Capital Management, March 25-26, 2000, Department of ABST, University of Rajasthan, Jaipur
- viii. National Seminar on Youth & Media, February 21, 2002, University Commerce College, Jaipur
- ix. National Seminar on Second Generation Economic Reforms, March 23-24, 2002, Department of EAFM, University of Rajasthan, Jaipur
- x. National Seminar on Service Sector Reforms, February 22-23, 2003, Department of EAFM, University of Rajasthan, Jaipur
- xi. National Seminar on Finance & Development, January 10-11, 2005, Department of EAFM, University of Rajasthan, Jaipur
- xii. National Seminar on Rural Sector Reforms, February 26-27, 2005, Department of EAFM, University of Rajasthan, Jaipur
- xiii. National Seminar on "Globalisation: Myth or Reality" October 17-18, 2005, University Commerce College, Jaipur
- xiv. National Seminar on "Working Capital Management", January 3-5, 2006, Department of ABST, University of Rajasthan, Jaipur
- xv. National Conference on Higher Education : Retrospect & Prospects, January 21-22, 2006, University of Rajasthan, Jaipur
- xvi. National Seminar on Application of Quantitative Methods for Managerial Decisions, February 23-25, 2006, P.G. School of Commerce, University of Rajasthan and ICG College, Jaipur
- xvii. National Seminar on Tax Planning, November 23-25, 2006, Department of ABST, University of Rajasthan, Jaipur
- xviii. National Seminar on Emerging Issues in Commerce and Finance, January 18-20, 2007, University Commerce College, Jaipur
- xix. National Seminar on Value Added Tax, February 14-15, 2007, Faculty of Commerce, University Maharani's College, Jaipur

- xx. 60th All India Commerce Conference, December 27-29, 2007, Department of Commerce, Osmania University, Hyderabad, (A.P), India.
- xxi. National Seminar on Investment Scenario n India: Trends and Issue, December 10-11, 2008, University Maharani College, Jaipur
- xxii. 61th All India Commerce Conference, December 27-29, 2008, Dhanwate National College, Nagpur.
- xxiii. National Seminar on Corporate Governance & Ethical Issues in Changing Economic Scenario, February 25-26, 2009, University Commerce College, Jaipur
- xxiv. 62nd All India Commerce Conference, October 10-12, 2009, Maharshi Dayanand Saraswati University, Ajmer
- xxv. National Seminar on Professional Orientation of Business Education, December 2009, University Commerce College, Jaipur
- xxvi. 63rd All India Commerce Conference, October, 1st-3rd, 2010, University of Goa
- xxvii. International Seminar on Rural Marketing the Changing Scenario, Feb. 17-18, 2010 organized by University Commerce College, University of Rajasthan, Jaipur.
- xxviii. National Seminar on MNREGA: Opportunities & Challenges, January 8-9, 2011, organized by University Commerce College, Jaipur
- xxix. National Seminar on Role of State in the Social Sector of the Economy, November 26-27, 2011, organized by University Commerce College, Jaipur
- xxx. 64th All India Commerce Conference, December 13-15, 2011, organized University of Pondicherry.
- xxxi. 34th All India International Accounting Conference, October 17-18, 2011, organized by Department of ABST & Indian Accounting Association Jaipur Chapter.
- xxxii. National Conference on "Revisiting Issues of Woman Security : From Womb to Tomb", September, 11-13, 2013, "Pragya" University Maharani College, Jaipur.
- xxxiii. 66th All India Commerce Conference, December, 5-7, 2013, Department of Commerce, Bangalore University, Bangalore.
- xxxiv. National Conference on "Gender Mainstreaming – Problems and Prospects", February 25-26, 2014, Centre for Women's Studies, University of Rajasthan, Jaipur.
- xxxv. 37th All India Accounting Conference and International Seminar, on Accounting Education and Research organized by Department of Commerce, University of Lucknow, Lucknow, Nov. 8-9, 2014.
- xxxvi. 67th All India Commerce Conference, December, 27th -29th, 2014, Department of Commerce, KITT university , Bhubaneswar.
- xxxvii. National Seminar on "Make in India : Opportunities and Challenges" organized by University Maharani College, University of Rajasthan, Jaipur, Jan 23-24, 2015.
- xxxviii. National Conference on "Women Empowerment And Higher Education" organized by Centre for Women's Studies, University of Rajasthan, Jaipur, January 28-29, 2015.

- xxxix. National Seminar on Emerging Dimensions of Tourism in India : Opportunities & Challenges" organized by University Commerce College, University of Rajasthan, Jaipur, 13-14 Feb., 2015.
- xl. 68th All India Commerce Conference, November 6-8, 2015, Department of Commerce & Business Management, Vinoba Bhave University, Hazaribag (Jharkhand).
- xli. 38th All India Accounting Conference and International Seminar, December 5-6, 2015, organized by University Business School, Punjab University, Chandigarh.
- xlii. National Conference on "Women Empowerment And Higher Education" organized by Centre for Women's Studies, University of Rajasthan, Jaipur, Jan 28-29, 2015.
- xliii. National Seminar on "Make in India: Opportunities and Challenges" organized by University Maharani College, University of Rajasthan, Jaipur, January 23-24, 2015.
- xliv. National Seminar on "Emerging Dimensions of Tourism in India : Opportunities and Challenges", organized by University Commerce College, University of Rajasthan, Jaipur, 13-14 Feb. 2015.
- xlv. National Conference on "Financial Inclusion & Inclusive Growth", organized by Department of EAFM, University of Rajasthan, Jaipur. 22-23 December, 2015.

B. WORKSHOP :

- i. Workshop on Computer Applications, December 25, 2001 to January 3, 2002, Department of EAFM, University of Rajasthan, Jaipur
- ii. Workshop on Research Methodology, December 19-21, 2005, Department of EAFM, University of Rajasthan, Jaipur
- iii. Two Week Workshop on Research Methods, November 13th -25th , 2013, P.G. Department of Commerce, University of Jammu, Jammu.

C. ACADEMIC COURSES :

- i. Compact Computer Course, June 29-July 29 2000, Sarvodaya Infosystems Computer Education Centre.
- ii. पत्रकारिता प्रशिक्षण कार्यक्रम, दिसम्बर 94, से फरवरी 95 तक, पिकसिटी प्रेस क्लब लिमिटेड, जयपुर।
- iii. **Orientation Course, July 13, 1998 to August 8, 1998, University Grant Commission & Academic Staff College, University of Rajasthan, Jaipur.**

II. As Associate Professor

- i. Refresher Course, February 13, 2006 to March 4, 2006, University Grants Commission & Academic Staff College, University of Rajasthan, Jaipur
- ii. Computer Fundamentals Course, for one and half months, Aptech Computer Education, Jaipur.

- iii. Orientation Course for NSS Programme Officers of Education Department, January 16- 25, 2007, HCM Rajasthan State Institute of Public Administration, Jaipur
 - iv. National Integration Camp, June 18-24, 2008, University of Rajasthan, Jaipur
 - v. Refresher Course, October 6-25, 2008, University Grants Commission & Academic Staff College, University of Rajasthan, Jaipur
 - vi. One Week short term course on “Women Administration in Higher Education” Capacity Building Programme, November 25-30, 2009, Centre for Women Studies, University of Rajasthan, Jaipur
 - vii. Certification of Appreciation from Lioness District 323 E-1, 8th Sept. 2009, Lioness District 329 E-1.
 - viii. Refresher Course, August 2-21, 2010, University Grant Commission, Academic Staff College, University of Rajasthan, Jaipur
15. Details of Conferences in which chaired a session : Co-Chairperson in National Seminar on Financial Inclusion and Inclusive Growth organized by Department of EAFM, University of Rajasthan, Jaipur dated 22-23 Dec., 2015
16. National / International Awards received : Research Award by the UGC
17. Membership of technical societies/academic bodies/ National or International organizations (if any) : 1. All India Commerce Association
2. All India Accounting Association
3. Rajasthan University Women Association
18. Details of Ph.D. Students Supervised :

(a) Seven Research Scholar awarded Ph.D degree

(b) Two candidate submitted Ph.D. Thesis

(c) At present Seven Candidates are working as Research Scholar under my supervision

- i. Mr. Suresh Yadav –" Changing Customer Preferences and Satisfaction Towards Banking Services" (A Comparative Study of Selective Private and Public Sector Banks).
- ii. Mrs. Ekta – "A Critical Study of Microfinance for Women Empowerment in Rajasthan.
- iii. Ms. Sugandha –“A Study of FDI as Determinates For Transforming and Enhancing Quality of Indian Higher Education Systems”
- iv. Ms. Syeda Shaziya Naz – “E-CRM In Online Banking –A Tool For Survival

In Technology Era “

- v. Ms. Jyoti Tapen –“Role of Micro Finance In The Financial Inclusion of Beneficiaries –A Case Study of Self Help Groups”
- vi. Ms. Meghna Meena – "A Study of Consumer Behaviour Towards Online Shopping (A Case Study of Jaipur City)"
- vii. Ms. Avantika – "A Study on Financial Inclusion of Urban Unorganized Sector Workers (With Special Reference to Household and Motel Workers in Jaipur District)"