

**Name** : Ms.Meenakshi Gupta  
**Designation** : Assistant Professor  
**Department** : Business Administration  
**Qualification** : B.E(I.T.),M.Tech(I.T.),MBA(I.T.)  
**Experience** : 15 years of Teaching, 1.5yrs of Industry  
**Area of Specialization(s)** : Data Science ,Artificial Intelligence  
**Email (Official ID)** : meenakshigupta.faculty@mains.ac.in  
**Ph.D guidance** :

### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.d.	Computer Science	Manav Rachna University, Faridabad	2021
M.B.A	Management	Bharti Vidyapeeth University	2021
M.Tech	I.T.	Karnataka State Open University	2013
B.E.	I.T.	Dr.D.Y.patil college of Engineering,Pune	2006

### Research Publications (Indexed)

#### BOOKS

1. Business Intelligence and Applications-ISBN NO: 978-93-90025-51-0 printed in INDIA and Published by BUUKS.
2. Associate Editor Book “ Management Innovations Infocomm Technology &Values” and the book was Proudly launched by Governer of Assam , Prof(Dr.) Jagdish Mukhi ji.

#### INTERNATIONAL JOURNALS

- 1.“Latest Artificial Intelligence and Robotics Mechanism as Efficiency booster in Human Resource” presented in 9<sup>th</sup> International Conference RESILIENCE & REINVENTION IN TURBULENT TIMES:HR & MARKETTING PERSPECTIVE in association with WSG University, Poland on 7<sup>th</sup> October,2021.
- 2.“Factor Analysis of Employee Satisfaction towards work from Home Policy- A perspective of Covid - 19” presented in 9<sup>th</sup> International Conference RESILIENCE & REINVENTION IN TURBULENT TIMES:HR & MARKETTING PERSPECTIVE in association with WSG University, Poland on 7<sup>th</sup> October,2021.

3.“Impact of Short Term International Capital Flow on Interactivity of Stock Market and Real Estate Market in Indian First Tier Cities” in 8<sup>TH</sup> International Conference MICON 2021 organized by Maharaja Agrasen Institute of Management Studies, Rohini on 30<sup>th</sup> September,2021.

4.”Implementation of Six sense Technology in Virtual Class Room Post and Pre Covid 19”in the International Conference organized by Maharaja Agrasen Institute of Management Studies ,Rohini in association with University of Chittagong , Bangladesh on 17<sup>TH</sup> September,2021(Won the Best Paper award.)

5.”Application of Block chain Technology in various Financial and Non-Financial Sector” in the Virtual International Conference on “Emerging Trends in Engineering, Science ,Management and commerce conducted by Madhyanchal Professional university ,Bhopal on 21&22 May,2021.

6.Gupta Meenakshi, ”Implementation of Six sense Technology in conducting Online Class During Covid 19”, ISBN :978-81-951591-4-7,pg no-46-53

7.Gupta Meenakshi ”Role of Artificial Intelligence in Hotel Industry –Pre Covid 19”International Conference Proceedings Global Information and Business Strategy ,ISBN: 978-81-953408-2-8, Vol 11 ,February 2021.pg no 35-39.

8.Gupta Meenakshi, ”Implementation of Small scale Business through Social Networking Sites” in the Proceedings titled as Embracing Re-Modelling and Transformation: Mapping Breakthrough Innovations” in ISBN :978-93-90154-93-7 ,Pg no 269-273.

9.Gupta Meenakshi” Measurement of students performance over online classes especially during Covid-19”International Journal of Engineering Science Invention Research and Development, Volume 7, Issue 6, December 2020, E-ISSN-2349-6185, Impact Factor-4.106

10.Gupta Meenakshi,”Customer Satisfaction towards online Shopping during Covid-19”,International Journal of Research and Analytical Reviews” Volume 7,Issue 4, December 2020, E-ISSN-2349-1269,P-ISSN-2349-5138 Impact Factor-7.97,(**UGC Approved Journal, An International Open Access Journal**)

11.Gupta Meenakshi “Fraud Tolerance in Indian BPO sector “Via USA”, International Journal of Scientific Research and Management ,ISSN:2582-3990,IF -4.106, November 2020.

12.Gupta Meenakshi ,”Impact of Social Media on E-Learning” International Journal of Scientific Research and Mananegemt ,ISSN:2582-3990,Impact Factor-4.106, December 2020.

13.Gupta Meenakshi, Praveen Kr. Singh, “ Digitization of M-Voting System in Indian Government”, in JNU Conference Proceedings.

14.Gupta Meenakshi, Sushila Gupta “Brain Interface as Expert System and Artificial Intelligence Tool”, International Journal of Engineering Research and Technology, ISBN:2271-0181, IF 7.187 Vol 2,Issue 4, April 2013

15.Gupta Meenakshi , Sonal Aggarwal, Sinchan Bhattacharya,” Rain Computing used as Fault Tolerance in Different Topologies”, ICSMR, Volume 1 , Issue 1, November 2012.1

16.Gupta Meenakshi, Shruti Sharma, ”Virtual Class Room using Six Sense Technology”, International Organization of Scientific Research-CSE, VOL-6, Issue 4, Sep2012.

## **NATIONAL CONFERENCE**

17. Gupta Meenakshi, "Role of Google Scholar, ORCID, SSRN and Research Gate" published in National Book-The Leaves of the Knowledge, Vol 2, Issue 1, Feb 2022, ISBN 978-93-91689-49-0, Pg 173-175.

18. Gupta Meenakshi, "Emerging Trends of HR & Impact of HR in IT Industry during Covid19", Researcher's Voice, ISSN NO. 2231-6310, Volume 10, Issue 1, July 2020-Dec 2020.

19. Gupta Meenakshi, Latika Aggarwal "Awareness and Feedback of Retail Borrowers of Union Bank of India" in Management Practices & Innovations, ISBN -10299/ISBN/2018/A, pg no 40-43.

20. Nirmala Meena, Gupta Meenakshi, "Inventory Management of Hindustan Zinc Limited with special reference to Rampura Agucha mine of Bhilwara in Rajasthan" Management Innovations Infocomm Technology and Values, ISBN-10299/ISBN/2018/

21. Gupta Meenakshi, "Future Generation of Internet IPv4 vs IPv6", National Conference Proceedings, BVICAM, February 2010.

## **PAPER PRESENTED**

1. "Application of Block chain Technology in various Financial and Non Financial Sector" in the Virtual International Conference on "Emerging Trends in Engineering, Science, Management and commerce" conducted by Madhyanchal Professional university, Bhopal on 21 & 22 May, 2021.

2. "Role of Artificial Intelligence and Experts in Implementation of Customer care Relationship Management" in MAIMS 6th International Conference Registration International Academic Partners Waljat College of Applied Sciences, Oman Thammasat University (ECON), BKK, Thailand Publication Partner Thailand & the World Economy, BKK, Thailand on 21st April, 2021

3. "Implementation of small Scale Business through Social Networking sites" in the International Conference IQAC conducted by KRCHE, GGSIP University on 23rd January, 2021.

4. "Role of Expert System and Artificial Intelligence in Hotel Industry during Covid-19" in 11th International Conference on Global Information and Business Strategies (ICGIBS) held at Gitarattan International Business School, GGSIPU on 9-10th January, 2021. (Won Best Paper award)

5. "Virtual crime detection and criminal identification using six sense technology" in International conference on emerging trends and Technology held at Chandigarh on 6th September, 2015.

6. "Digitization of Indian Government through M voting, I voting in the 2ND International conference in Management held at JNU, Delhi on February 26, 2017

7. "Decision Making and scope of Purchasing Mutual Funds during COVID-19" in the international conference being conducted by Vivekananda Institute of Professional Studies in collaboration with University of Buraimi on 23 January, 2021.

## **RESOURCE PERSON**

1. Presented a paper on “The Next Generation Internet- IPv4 Vs IPV6” in National Conference conducted by Bharti Vidyapeeth Institute of Computers Applications and Management.
2. Presented and Published a Research Paper on “ Awareness and Feedback of Retail Borrowers of Union Bank of India” in National Conference held at Maharaja Agrasen Institute of Technology on 3rd November ,2018.
3. Presented a paper on Study of “Inventory Management of Hindustan Zinc Limited with special reference to Rampura Agucha mine of Bhilwara in Rajasthan “ in National conference on Management Innovations Infocomm Technology and Values held at Maharaja Agrasen Institute of Technology on 3rd November ,2018.

## **RESOURCE PERSON**

1. Invited as speaker on “Gender Sensitization” conducted by St. Andrew Institute of Technology and Management, MDU on 22 March, 2022
2. Invited as Resource person on Skill Enhancement Certificate Course-MS Excel conducted by Maharaja Agrasen Institute of Management Studies.
3. Invited as Speaker on Role of Google Scholar, ORCID, Research Gate, SSRN in the life of Academicians conducted by Shri Kumarswam Mahavidyalaya Ausa, Latur

## **Conference / Seminar / Workshop Organized**

1. Conducted Debate competition – WORDS OF WAR 2.0 on “Environmental Sustainability in Today's Era” on 31<sup>st</sup> October and 8<sup>th</sup> November ,2021.- Convenor
2. Conducted One week Workshop on “Mathematics of Taxation, Its Logicality & Fairness” in collaboration with Pataila Tax Bar Association on 11-18<sup>th</sup> October, 2021.-
3. Conducted One day International Conference conducted by Maharaja Agrasen Institute of Management Studies, 30<sup>TH</sup> September ,2021 – Technical Committee Member
4. Conducted one Day National Webinar and quiz on “Environmental Sustainability-Ethics and Reverence for Life” on 21<sup>st</sup> September, 2021.-Convenor
5. Conducted one day Power seminar on “Digital Marketing: A new way to career acceleration” Edition 1712 at Maharaja Agrasen Institute of Management Studies, Rohini in association with ICT Academy on 7<sup>th</sup> August, 2021-Co-Convenor
6. Conducted one webinar cum quiz competition on E Commerce on 2 August, 2021 at Maharaja Agrasen Institute of Management Studies, Rohini on 2<sup>nd</sup> August, 2021.-Co-Convenor
7. Conducted 2 days App designing Competition in Association with PCJ School of Management, Maharaja Agrasen University, Baddi, HP on 27<sup>th</sup> August, 2021.-Co-Convenor
8. Conducted one Day webinar on “Legal Basics and Compliances for Start –ups “ on 22<sup>nd</sup> July, 2021 at Maharaja Agrasen Institute of Management Studies, Rohini. –Convenor

9.Organized Two days National workshop on “Mobile App Development through Android” in association with EDC Cell, IIT Rorkee at Maharaja Agrasen Institute of Management Studies on 16-17 August,2016 .

### Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Best Paper Award	JMIMICON21-MAIMS	September,2021
Faculty Research Award	Maharaja Agrasen Institue of Technology	05-sep-2017
Best Paper Award	Gitarattan International Business School	23-01-2021
Awarded for excellence in Research area	Prof.Bhagwati Prakash, VC, Gautam Buddha University	5-sep-2019