

**Name** : Dr. Preeti Goel  
**Designation** : Assistant Professor  
**Department** : Law  
**Qualification** : Ph.D., NET+JRF, M.Com, B.Com, B.Ed., CTET  
**Experience** : Teaching: 7 years 8 months  
**Area of Specialization(s)** : Economics, Quantitative Techniques, Marketing, HRM  
**Email (Official ID)** : preetigoel.faculty@mains.ac.in

### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	HRM	Manav Rachna University, Faridabad	2024
B.Ed.	Social Science	Maharishi Dayanand University, Rohtak	2019
M.Com	Commerce	Delhi University	2004
B.Com (H)	Commerce	Delhi University	2002

### Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution / University / Agency Name	Year
NET + JRF	Commerce	University Grants Commission	2013 (March)
CTET	Social Science	Central Board of Secondary Education	2019 (Dec.)
Certificate in Computing	Computer Applications	Indira Gandhi National Open University	2002

### Research Publication

#### International

##### Book Chapters

- Published a Book chapter entitled "Adoption of Educational Technology in India" in book "II. Csernyák László konferencia közleményei" (Budapest University of Economics) with ISBN 978-615-6342-90-4 in December 2024.

## Research Papers

- Published a research paper entitled " The role of organizational learning capabilities in mediating the impact of workplace happiness on organizational citizenship behavior" in **Scopus-Indexed Journal "Development and Learning in Organizations"** (Emerald Publishing Ltd.) with ISBN 1477-7282 in **November 2024**.
- Published a research paper entitled "The mediating role of organisational learning capabilities between workplace happiness and organisational citizenship behaviour" in **Scopus-Indexed Journal "Journal of Workplace Learning"** (Emerald Publishing Ltd.) with ISBN 1366-5626 in **January 2024**.
- Published a research paper entitled "Validation of Happiness at Workplace Scale in India – An Empirical Study on EdTech employees" in **Scopus-Indexed Journal "Industrial and Commercial Training"** (Emerald Publishing Ltd.) with ISBN 0019-7858 in **November 2023**.

## National

### Book Chapters

- Published a Book chapter entitled "Educational Psychology in Rural India" in book "Education and Psychology," Vol. 2, (Red Unicorn Publishing Pvt. Ltd.) with ISBN 978-93-5809-118-2 in November 2024.
- Published a Book chapter entitled " Building Organizational Resilience Through Learning Capabilities in Turbulent Environment" in book "Recrafting business strategies for a Resilient Tomorrow," published by Maharaja Agrasen Institute of Management Studies with ISBN 987-93-341-1000-5 in September 2024.
- Published a chapter entitled "Social Responsibility & Ethics – Drivers of Sustainable Development in Marketing" in book "Drivers of Sustainable Development: A Paradigm Shift" with ISBN 978-93-5996-343-3. Publisher, Maharaja Agrasen Institute of Management Studies in January 2024.
- Published a chapter entitled "Happiness at Workplace – Motivation for Sustainable Workforce" in book "Drivers of Sustainable Development: A Paradigm Shift" in 2024 with ISBN 978-93-5996-343-3. Publisher, Maharaja Agrasen Institute of Management Studies in January 2024.
- Published a chapter entitled "Emerging Role of Organizational Citizenship Behaviour in Sustaining Competitive Advantage" in book "Changing Dimensions of Law, Media and Management" in January 2024 with ISBN 978-93-6076-803-4. Publisher, Maharaja Agrasen Institute of Management Studies in January 2024.
- Published a chapter entitled "Women Empowerment and Gender Sensitization – Moving Towards Gender Equality" in book "Multidisciplinary Perspective in Humanities and Science" (P. K. Publishers and Distributors) with ISBN 978-81-19428-09-0 in August 2023.
- Published a chapter titled "Farmers – Before and After Economic Reforms, 1991" in book "Socio-Cultural Study of Agriculture," Kitab Mahal Publishers with ISBN 978-93-87253-62-9 in 2020.

## Research Papers

- Published a research paper entitled "Exploring the roots and outcomes of organisational citizenship behaviour and its impact on competitive advantage" in **UGC-Care Listed Journal "Rostrum's Law Review"** (MLS Publications) with ISSN 2321-3787 in **April 2024**.
- Published a research paper entitled "Integration of Ethics and Social Responsibility in Marketing" in "Ideal Journal of Legal Studies," Volume 11, No. 11, August 2020, ISSN: 2231-0983.
- Published a research paper entitled "Integration of Ethics and Social Responsibility in Marketing" in "Bodh: BPIT's International Journal of Technology & Management," Volume-5, Issue-II, December 2019, ISSN: 2454-8421.
- Published a research paper entitled "Transparency and Accountability in Financial Transactions" in "CPJ Law Journal," Volume IX with ISSN 0976-3562 in July 2019.

## Presentations in Conference

### International Conferences

- Presented a research paper titled – "AI-Driven transformation in HR: Navigating the crossroads of efficiency and ethics" in **International Conference** on the theme "Global convergence of law, media, commerce, IT & Economics in the perspective of Viksit Bharat @2047" organized by **MAIMS, Rohini** on April 29-30, 2025.
- Presented a research paper titled – "Influence of organisational learning capabilities on organisational citizenship behaviour in educational technology sector in India" in **International Conference** on the theme "Technology Integration in Management: Enhancing Efficiency and Innovation" organized by **IITM, Janakpuri** on May 23, 2024.
- Presented a research paper titled – "Adoption of Educational Technology in India " in 2nd László Csernyák Conference (**International**) organized by **Budapest University of Economics, Hungary** on January 25, 2024.
- Presented a paper titled "A Study on Antecedents of Organisational Citizenship" in International Conference on the theme "Comparative Labour Laws in South-Asia: Labour and Management Perspective" organized by **Maharishi University of Information Technology (MUIT), Noida** on August 28-29, 2023.
- Presented a paper titled "Influence of Age and Gender on Organisational Citizenship Behaviour – A Study on EdTech Employees in India" in International Conference on the theme "Business Innovation, Transformation & Sustainability: Changing Global Paradigm, 2023 (BITS 2023)" organized by **Manav Rachna University, Faridabad** on **April 28-29, 2023**.
- Presented a paper titled "Happiness at Workplace and Organisational Citizenship Behaviour: Emerging Constructs of Positive Psychology in HRM" in International Conference on the theme "Advanced Practices in Management & Information Technology" organized by **CPJCHS & SOL, Narela** on **March 25, 2022**.

- Participated in International Conference on Innovative and Creative Education and Teaching organized by **Army Institute of Education, Greater Noida** on **March 30, 2019**.
- Presented a paper titled “Farmers – Before and After Economic Reforms, 1991” in International Seminar on the theme Socio-Cultural Study of Agriculture organized by **Mata Sundri College for Women, DU** on **March 15-16, 2019**.

### National Conferences

- Presented a paper titled "A Study on Green Claims – Green Marketing or Greenwashing” in National Conference on the theme “Green Marketing and Green Computing: Opportunity for Innovative and Sustainable Growth” organized by **CPJCHS & SOL, Narela** on **February 19-20, 2020**.
- Presented a paper titled "Integration of Ethics and Social Responsibility in Marketing” in National Conference on the theme “Business Practices and Innovations in Technology” organized by **Bhagwan Parshuram Institute of Technology (BPIT), Delhi** on **December 6, 2019**.
- Presented a paper titled "Work Life Balance: A challenge for working women” in National Conference on the theme “Human Resource Management Practices and Research” organized by **Apeejay School of Management, Dwarka** on **May 10, 2019**.
- Presented a paper titled "Transparency and Accountability in Financial Transactions” in National Conference on the theme “Transparency and Accountability in Justice Administration: Challenges and Solutions” organized by **CPJCHS & SOL, Narela** on **March 15-16, 2019**.

### Invited as a Resource Person/ Lecture Delivered

- Keynote Speaker for the two days Virtual Law Workshop on “Know your rights: Empower law students with Legal Knowledge” organized by MERI Professional and Law Institute, Janakpuri on **21<sup>st</sup> & 22<sup>nd</sup> December, 2024**.

### Awards & Achievements

- Received “**Best Paper Award**” in International Conference on “Technology Integration in Management: Enhancing Efficiency and Innovation” organised by IITM, Janakpuri for presenting a research paper titled “Influence of organisational learning capabilities on organisational citizenship behaviour in educational technology sector in India” on **May 23, 2024**.
- Received “**Best Paper Award**” in International Conference on “Transparency and Accountability in Justice Administration: Challenges and Solutions” organised by CPJCHS & SOL, Narela for presenting a research paper titled “Transparency and Accountability in Financial Transactions” on **March 15-16, 2019**.
- Received “**Committed Performer of CPJ**” Award for the A.Y. 2018-19 from CPJCHS & SOL on **September 5<sup>th</sup>, 2019**.