

DR. ANSHU CHOUDHARY

Ph.D. | M.Phil. | MBA (Management)

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PROFESSIONAL SUMMARY

Result-oriented academic administrator and educator with more than a decade of progressive experience in higher education, currently serving as Deputy Director, Institute of Business Studies (IBS), Chaudhary Charan Singh University, Meerut, combining a strong record of teaching, research supervision and institutional governance with hands-on leadership of NAAC accreditation, curriculum design, quality assurance, examination management and programme administration. Proven ability to coordinate cross-functional academic teams, lead accreditation and compliance processes, and drive student-centric outcomes.

CORE COMPETENCIES

- Academic Administration & Institutional Governance
- NAAC Accreditation & Quality Assurance (IQAC)
- Curriculum Design & Outcome-Based Education (OBE / NEP 2020)
- Examination & Evaluation Management
- Programme Coordination (MBA / BBA / Ph.D.)
- Research Supervision & Academic Mentoring
- Human Resource Management & Organizational Behaviour
- Faculty Development & Training Programmes
- Stakeholder & Committee Management
- ERP-enabled Academic Administration

TEACHING EXPERIENCE

- **Deputy Director**, Institute of Business Studies (IBS), Chaudhary Charan Singh University, Meerut — Current.
- **Associate Professor**, NICE School of Business Studies, Shobhit Institute of Engineering and Technology (Deemed to be University), Meerut — since 2013 (12+ years).

ADMINISTRATIVE & INSTITUTIONAL ROLES

- MBA Programme Coordinator — academic planning, programme implementation, student progression, faculty coordination and overall programme administration.
- Coordinator, NAAC Criterion VI and PRO Team Leader for NAAC Accreditation — institutional documentation, quality assurance and accreditation preparation.
- Member, University Research Degree Committee (RDC) NICE School of Business Studies — doctoral research evaluation, Ph.D. coursework and research governance.
- Member, Outcome-Based Education (OBE) Implementation Committee — curriculum mapping, Programme Outcomes (POs), Course Outcomes (COs) and NEP 2020 implementation.
- Member, Academic Planning Committee — curriculum planning, academic governance and institutional development.

- ERP Coordinator, NICE School of Business Studies — digital academic administration and technology-enabled academic processes.
- Coordinator of Admissions — counselling, student outreach, inquiry management, admission interviews and enrolment for MBA, BBA and other programmes.
- Planned and implemented academic calendars, timetables, orientation and induction programmes, and semester scheduling.
- Coordinated internal and semester-end practical examinations, university evaluation and assessment; served as Internal Examiner for MBA practicals.
- Question Paper Moderator for MBA, BBA and Ph.D. Course Work examinations, ensuring academic quality, confidentiality and standardization.
- Organized Faculty Development Programmes (FDPs), Management Development Programmes (MDPs), workshops, seminars, webinars, conferences and industry-interaction programmes.
- Coordinated faculty workload allocation, academic reporting and departmental documentation for MBA, BBA, B.Com., BA (Business Economics), BA (Psychology), Diploma and Ph.D. coursework.
- Mentored students for placements, internships, higher education, entrepreneurship and research to enhance employability and industry readiness.
- Built academia-industry collaborations through corporate interactions, internships, live projects and expert lectures.
- Member, University Evaluation Committee — examination quality, assessment reforms and evaluation processes.
- Member, Student Communication Committee — facilitating communication between students, faculty and administration.
- Chairperson, Uniform/Dress Code Committee — discipline, professional ethics and institutional culture.
- Curriculum Design — contributed to designing the MBA Programme syllabus of Shobhit Deemed University.
- Classroom Management (Blended Learning) and Lesson Planning within the Outcome-Based Education framework.
- Student Counseling (Mentor-Mentee Programme) and performance assessment.
- External and Internal Examiner for Research Project, Internship Project and Viva-voce evaluations of PG/UG/Ph.D. students.
- Organizing-committee member for major university events, including the 15th University Convocation, seminars, conferences and orientation programmes.
- Active faculty member involved in the institution's AACSB membership journey and quality assurance initiatives.

PROFESSIONAL QUALIFICATION

- **MBA (Specialization: Human Resource Management)** — IILM Graduate School of Management, affiliated to Uttar Pradesh Technical University (UPTU), Lucknow, 2012.

EDUCATIONAL QUALIFICATION

- **Ph.D. (Management)**, Shobhit Institute of Engineering and Technology (Deemed to be University), Meerut — awarded 2018 (submitted 2017). Thesis: “A Comparative Study of Stress Management in Private and Public Banking Sector in Delhi NCR Region.”
- **M.Phil. (Management)**, Shobhit Institute of Engineering and Technology (Deemed to be University), Meerut, 2013 (Grade Point: 89.00).
- **BCA**, IIMT Engineering College, Meerut, 2010.

PH.D. SUPERVISION

- **Ravina Pradhan** — “Study of Retention Strategies of Faculty Members in Private Higher Education Institution in Chandigarh Region” (Ph.D. awarded, Sole Supervision).
- **Vartika Dadhich** — “A Study on Role of Artificial Intelligence in Transforming Human Resource Management with Reference to Information Technology Industry in Bangalore” (Ph.D. awarded, Sole Supervision).
- **Rani Baptista** — “Studies on Various Factors that influence Human Resource Practices in Five Star Hotels of Mumbai” (Ph.D. awarded, Sole Supervision)
- **Chitranshi Singh** — “Adoption of HR Analytics Tools in HR Practices Inhibitors and Enablers” (Sole Supervision In progress)
- **Sonal Ahlawat** - “A Study of Factors Influencing the Adoption of Generative AI among Teachers of Private Higher Education Institutions” (Sole Supervision In progress)
- **Shubham Baliyan** - “Investigating Factors Influencing Technostress in AI- Driven Work environment in the IT and ITES Sector” (Sole Supervision In progress)

MEMBERSHIP / FELLOWSHIP OF ACADEMIES, INSTITUTIONS & PROFESSIONAL SOCIETIES

- Honorary Editorial Board Member, IJBST Journal Group.
- Reviewer Board Member, Athens Journal of Business and Economics (ATINER, Greece).
- Member, National Institute for Technical Training and Skill Development (NITTSD).
- Member, All India Council for Technical Skill Development (AICTSD).

AWARDS & RECOGNITION

- Regional Champion among educational institutions and corporates — 46th National Competition for Young Managers, 2020, by AIMA (All India Management Association).
- Excellent Academician Award, 2022 (International Level) — The National Glorious Trust.

BOOKS AUTHORED / PUBLICATIONS (OTHER THAN RESEARCH PAPERS)

- Innovative HR and Marketing Strategies for Business — Book Authored (First & Principal/Corresponding Author), Book River, ISBN 9789358425277, 2024.
- Global Implications of G20 Summit: Socio-Economic Ramifications and Policy Perspectives — Chapter in Edited Book (First & Principal/Corresponding Author), Bharti Publications, ISBN 9789389657999, 2024.

PATENTS

- “Role of Cloud Computing in Commerce – Applications, Future Challenges” (National), Reference No. 202211007104.
- “System and Method Developed for Sensitizing Students to Social Issues in an Educational Organization” (National), Reference No. 202311063549.
- “Role of AI in Shaping the Future of Human Resource Management” (National), Reference No. L-153479/2024.

PAPERS PUBLISHED IN JOURNALS.

- Choudhary, A.& Sonal, "Identifying Key Factors Influencing the Adoption of Generative AI Among Teachers of Private Higher Education Institutions." ICSDII 2026 Abstract Book, ISBN 978-93-499-11383, 2026.
- Choudhary, A. & Rani, "Analyzing the Impact of Management-Led Mentoring of Hiring Firms on Employee Integration and Retention in the Five-Star Hotel Industry." IJRPR, Vol. 6, ISSN 2582-7421, 2025.
- Choudhary, A. & Rani, "An Analytical Study on the Determinants of Employee Retention among Floor Managers and Housekeeping Staff in the Five-Star Hotel Sector." IJPREMS, Vol. 5, ISSN 2583-1062, 2025.
- Choudhary, A. & Rani, "An Evaluative Study of Training and Development Practices in the Five-Star Hotel Sector." EPRA International Journal of Economics, Business and Management Studies, Vol. 12, DOI: 10.36713/epra1013, 2025.
- Choudhary, A & Ravina, "Retention Strategies of Faculty Members in Higher Education Institutions." Journal of Positive School Psychology, Vol. 6, ISSN 2717-7564, 2022 (Scopus Indexed).
- Choudhary, A.& Vartika, "Global HRM Practices in AI Focused Business World." AD Valorem: Journal of Law, Vol. 8, pp. 28–34, ISSN 2348-5485, 2021.
- Choudhary, A. & Ravina, "Emerging Challenges of Managing Global HRM — A Theoretical Perspective." The Journal of Oriental Research, Madras, Vol. XCII-V, ISSN 0022-3301, 2021.
- Choudhary, A. & Vartika, "Artificial Intelligence in Human Resource Management Practices: A Study on Information Technology Professionals." AD Valorem: Journal of Law, Vol. 8, ISSN 2348-5485, 2020.
- Choudhary, A. & Vartika, "Artificial Intelligence in Human Resource Management Practices: A Study on Information Technology Professionals." AD Valorem: Journal of Law, Vol. 8, ISSN 2348-5485, 2020.
- Choudhary, A. & Vashistha, N. "A Study of Amalgamation of Oriental Bank of Commerce and United Bank of India into Punjab National Bank." JETIR, Vol. 7, ISSN 2349-5162, November 2020.
- Choudhary, A. & Khan, A. "Effect of Working Capital Management on Profitability of Bharti Airtel Limited." Asian Journal of Management, Vol. 11, Issue 1, pp. 92–96, ISSN 0976-495X / 2321-5763, Jan–Mar 2020, DOI: 10.5958/2321-5763.2020.00015.
- Choudhary, A. "A Look at Managerial Skills Education in the Classroom." IJRAR, ISSN 2348-1269/2349-5138, 2019.
- Choudhary, A. "A Review Paper on Biodiversity Monitoring." JETIR, ISSN 2349-5162, 2018.
- Choudhary, A. "Parts of an Effective Comprehensive Quality Management System." JETIR, ISSN 2349-5162, 2018.
- Choudhary, A. & Chauhan, S.S. "A Study of Responses of High and Low Job Satisfaction of Bank Employees Belonging to High Emotional Intelligence & Job Satisfaction in the Context of Stress Management." Int. J. of Education and Science Research, Vol. 4, Issue 2, ISSN 2348-6457, April 2017.
- Choudhary, A. & Devdutt, P. "An Assessment of Occupational Stress Management and Its Implications in Banking Industry." Int. J. of Arts and Education Research, Vol. 5, April 2017, pp. 21–27.
- Choudhary, A. & Devdutt, P. "An Assessment of Occupational Stress Management and Its Implications in Banking Industry." Int. J. of Arts and Education Research, Vol. 5, April 2017, pp. 21–27.
- Choudhary, A. & Kumar, A. "The Study of Growth Trend in Retail Sector in India." *Pezzottaite Journals*, Vol. 7, Jan–Mar, pp. 3176–3181, ISSN 22790934, 2015.
- Choudhary, A. "Stress Management with Special Reference to Public Sector Bank Employees in Delhi NCR." NICE Journal of Business, Vol. 9, No. 1&2, ISSN 0973-449X, Jan–Dec 2014 (Single Author).

PAPERS PRESENTED IN CONFERENCES / SEMINARS

- "Identifying Key Factors Influencing the Adoption of Generative AI Among Teachers of Private Higher Education Institutions," ICSDII-2026, 26 March 2026.
- "Unveiling the Catalysts and Constraints in HR Analytics Adoption: A Study of Organizations in the Delhi-NCR Region Education Institutions," RISTAF-2025, 13 June 2025.
- "Analysing the Efficiency of Retention Strategies among the Faculty Members in Private Higher Education Institutions in Chandigarh Region," Indian Academicians & Researchers Association with Rajabhat Maha Sarakham University, Thailand, 31 October 2021.

- “Microfinance: Building Capacity for Inclusive Growth,” International Conference on World Economy By 2030, Shobhit Deemed University, Meerut with University of Zagreb and University of Pula, Croatia, 27–28 Nov. 2018.
- “Psychology Today... And the Road Ahead,” National Conference on Psychology Today... And the Road Ahead, Shobhit Deemed University, Meerut, 22 Nov. 2018.
- “Reconstruction and Rehabilitation: A Response Strategy for Creation of Sustainable Livelihoods,” National Seminar on Disaster Management and Cleanliness, Shobhit University, Meerut, 16 Oct. 2018.
- “Women Empowerment: Catalysts for Economic Growth,” ICSSR-sponsored National Seminar on Development of Women Entrepreneurship in India, Ismail National Mahila P.G. College, Meerut, 18–19 Feb. 2017.
- “Curbing Parallel Economy through Demonetization in India,” ICSSR National Conference on Demonetization, Digital India and Cashless Economy, Choudhary Charan Singh University, Meerut, 17–18 March 2017.
- Resource Person, “Performance Management and Competency Mapping,” NICE School of Business Studies, Shobhit University, 12 September 2020.

CONFERENCES / SEMINARS / WORKSHOPS ORGANIZED & ATTENDED

- Online Workshop on Stress Management — “Stress Less: Live, Work and Feel Better,” Dept. of Commerce, AMU, Aligarh, 13 March 2021.
- Online Webinar on “The Secrets of Success with WhatsApp-Driven Automated Marketing: The Invincible Digital Assistant.”
- Organized a one-day International Symposium, “Hindi: State and Direction,” Tamil Nadu Hindi Academy, Chennai, 2014.
- Seminar on “Financial Education & Investor Awareness,” School of Business Studies, Shobhit Deemed University, Meerut, 30 January 2013.
- Jury Member, Budget Conclave — “Union Budget 2015,” Shobhit Deemed University.
- Workshop on Entrepreneurship, School of Business Studies, Shobhit Deemed University, Meerut.
- Organized a technical session, 5th National Conference on Emerging Trends in Science, Engineering, Technology and Management Research and Development (CICON-2015), Shobhit Deemed University, Meerut.
- Co-organizing Secretary, Two-day International Conference on “World Economy By 2030,” 27–28 Nov. 2018, in collaboration with University of Zagreb and University of Pula, Croatia.
- Organized National Conference on “Psychology Today... and the Road Ahead,” 22 Nov. 2018, Shobhit Deemed University, Meerut.
- Workshop on “Understanding the Ongoing Economic Slowdown,” School of Business Studies, Shobhit Deemed University, Meerut, 13 Sept. 2019.

FACULTY DEVELOPMENT PROGRAMMES (FDPS)

- FDP on “Prompt Engineering for Educators,” EICTA Consortium (A Joint Initiative of the Ministry of Electronics & Information Technology (MeitY), IITs, NITs & IIITs), 19–30 June 2026.
- FDP on “Research Excellence, Innovation & Academic Leadership,” Shobhit Institute of Engineering & Technology (Deemed to be University), Meerut, 8–12 June 2026.
- AICTE Training and Learning (ATAL) Academy Online FDP on “Research Methodology: Design and Technology,” Banasthali Vidyapith, 2–6 June 2021.
- AICTE ATAL Academy Online FDP on “Understanding Organizational Behaviour from Managerial Perspectives,” International Management Institute, Kolkata, 14–18 June 2021.
- Online FDP on “Tools and Techniques in Research Methodology using SPSS,” School of Commerce and Management, IIMT University, Meerut, 25 Feb – 1 Mar 2021.

- AICTE-recognized one-week Short Term Course on Life Skills Development, National Institute of Technical Teachers Training and Research, Chandigarh (MHRD, Govt. of India).
- FDP on “Impact of Moral Values, Ethics, Behavioral Sciences and Attitudinal Development of the Professionals,” Dewan Institute of Management Studies, Meerut, 4–16 December 2017.

SHORT-TERM COURSES (STC)

- Online Certification Course (60 hours) on “Performance Management & Competency Mapping,” Globsyn Business School, June 2020 (Certificate No. GBSO-003-2020-22419).
- AICTE-ISTE sponsored one-week Refresher Programme on “Effective Teaching Skills for Outcome Based Engineering Education,” Dept. of Electronics & Communication Engineering, R Engineering College, Warangal, 01–06 March 2021.
- Conducted a one-day workshop on “Performance Management and Competency Mapping,” School of Business Studies, Meerut, September 2020 (Resource Person).

SUBJECTS OF INTEREST

General Management, Human Resource Management, Organization Behaviour, Compensation Management, Performance and Competency Mapping, Stress Management & Emotional Intelligence, Business Ethics & Corporate Governance, Essentials of Management, Training & Development Management, Business Organization, Strategic Management, Human Resource Analytics, Artificial Intelligence in Human Resource Management.

COURSES TAUGHT

Ph.D., MBA, M.Com, BBA, B.Com

DECLARATION

I hereby declare that the above-mentioned information is true and correct to the best of my knowledge and belief. If given an opportunity, I assure my best services with sincerity and dedication.

Date:

Place: Meerut

(Dr. Anshu Choudhary)