

**Name** : Dr Monika Jain  
**Designation** : Associate Professor & Programme Chairperson  
PGDM- International Business Programme  
**Institution** : Birla Institute of Management Technology  
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### **BIOSKETCH:**

Dr Monika Jain has been engaged in teaching for the last twenty-two years at the postgraduate level at leading Management Institutes in the country. Throughout her career, she has assumed a multitude of administrative positions such as Dean, Programme Chairperson, Head of the Department (Management), and Programme Coordinator. Her research interest and contribution include topics covering on global business environment, Sustainability, macroeconomics, and International trade. She has authored numerous research papers published in leading publishing houses like Taylor and Francis, Emerald Publishing, and Sage and are listed in ABDC, and Scopus. Received BIMTECH best researcher award (Runners Up) for the Academic Year 2020-2021.

Dr Monika Jain has a Ph.D. from the University of Rajasthan and holds a Master's Degree in Economics from the same institution. She is also UGC-NET qualified and completed her undergraduate studies at Sophia College, Ajmer. With a stellar academic background, she was awarded a National scholarship by the Ministry of Education, Government of India, in recognition of her outstanding academic achievements during graduation.

### **EDUCATION: (TOP 3/4)**

- PhD from the University of Rajasthan. The topic is “Tariff Escalation – A Tax on Sustainability, the Indian Perspective. Degree was awarded in 2008.
- Masters in Economics from the University of Rajasthan, 1996.
- Bachelor of Arts Degree from Sophia College, Ajmer, 1994.

### **AREA OF INTEREST AND RESEARCH**

- Global Business Environment
- International Trade
- Sustainability
- Indian Economy

### **TEACHING COURSES AND NEW COURSES DEVELOPED**

- Managerial Economics
- Macro Economics
- Business Environment/ Indian Economy
- Global Business Environment/ International Business Management.
- International Economics /W.T. O and International Policies
- Corporate Social Responsibility, Human Values and Ethics

### **EXPERIENCE**

- Associate Professor, Economics, Birla Institute of Management Technology, Greater Noida, India, August 2019 – onwards.
- Associate Professor, Economics & International Business, Army Institute of Management and Technology (Managed by Army Welfare Education Society ) Greater Noida , July 2015 -2019.
- Visiting Faculty with BIMTECH (Birla Institute of Management and Technology, Greater Noida) & Jaipuria Business School , Indira puram ,Ghaziabad ,June 2014 - June 2015.
- Associate Professor/Dean , Economics & International Business, IILM - College of Management Studies , Greater Noida , April ,2011 - April 2014.
- Assistant Professor, Economics & International Business, Asia Pacific Institute of Management, New Delhi, August 2010 - March 2011.
- Visiting faculty, Economics, Bharati Vidyapeeth, New Delhi, July 2009 - May

2010.

- Assistant Professor (Head- Department of Management), Economics & International Business, Indus Institute of Technology and Engineering in INDUS Campus, Ahmedabad, July, 2008 -May 19,2009.
- Visiting faculty, Economics & International Business, Magnus School of Business, & Vinayaka Missions's Indo –Canadian Centennial College of Management, Chennai, June 2006-March 2008.
- Senior Lecturer & MBA Coordinator, at IILM Jaipur, August 2004 - June 2006.
- Lecturer, Economics & International Business, Delhi Institute of Advanced Studies (DIAS), New Delhi, August 2003 – June 2004.
- Lecturer, Economics, T. John College of Business Management & Hotel Management, Bangalore, June 98 - March 2000

#### **ACADEMIC POSITIONS AND ASSIGNMENTS**

- Programme Chairperson –PGDM International Business 2023
- Programme Coordinator –PGDM International Business 2022-23
- Area Chair, General Management, Army Institute of Management and Technology 2015-2019.
- Editor –in-Chief /Member, AIMT Journal of Management & Magazine(Manthan) 2015-2019
- Visiting Professor Jaipuria Institute of Management, Noida,2019.
- Dean Academics, IILM CMS Greater Noida 2013-2014.
- Area Chair General Management IILM CMS Greater Noida 2011-2013.
- Head- Department of Management) at Indus Institute of Technology and Engineering in INDUS Campus, Ahmedabad
- MBA Coordinator at IILM Jaipur, 2004 -2006 .

#### **RECOGNITIONS AND AWARDS**

- Recipient of BIMTECH Best Researcher Award (Runners Up) for the Academic Year 2020-2021.

- Third best paper, International Conference on Corporate Social Responsibility & Sustainable Development, Kuala Lumpur, 2016.
- Recipient of National Scholarship for Academic Achievements in graduation from the ministry of Education in the year 1994. & University Merit Rank Holder at the Graduation Level (MDS University, Ajmer)

#### **RESEARCH FUNDING AND CONSULTING**

- Research Project on, “An Assessment of Potential Costs and Benefits of SEZs in India” with CUTS International for The Ministry of Commerce and Industry, Government of India. <http://www.cuts-citee.org/pdf/RREPORT07-05.pdf>

#### **RESEARCH PAPERS AND WORKING PAPERS**

- Singh, N., Jain, M., Kamal, M. M., Bodhi, R., & Gupta, B. (2024). Technological paradoxes and artificial intelligence implementation in healthcare. An application of paradox theory. *Technological Forecasting and Social Change*, 198, 122967. <https://doi.org/10.1016/j.techfore.2023.122967> (Category-A , ABDC Listing)
- Pathak, K., Prakash, G., Jain, M., Agarwal, R., Attri, R. (2024). Do Eco Labels Matter for Green Business Strategy and Sustainable Consumption? A Mixed Method Investigation on Green Products. *Business strategy and the environment*, 33(2), 3611-3635. DOI: 10.1002/BSE.3687 (ABDC- A category)
- Jain, M. (2023). Driving Diversity: Nudging Towards Gender Balance in India's Workforce. *Journal of organizational behavior education*, Volume 16: 2023, Page 127-140, ISSN: 1649-7627 (print) ISSN: 2047-9999 (online) <https://www.neilsonjournals.com/JOBE/abstractjobe16nudge.html> (ABDC Listed International Journal)

- Jain, M. (2023). Neutralizing Concerns and Mapping the trade competitiveness and potential of Indian export with RCEP countries, *Vision-The Journal of Business Perspective*, 0972-2629 (print); 2249-5304 (web) <https://doi.org/10.1177/09722629221150> (ABDC Listed International Journal)
- Jain, M., & Das, K. C. (2022). Testing the Validity of J Curve between China & the USA , *Journal of International Commerce ,Economics & Policy, Volume 14, Issue 01*, February 2023, ISSN (Print:1793-9933) /ISSN (Online)1793-9941 <https://doi.org/10.1142/S1793993323500047> (Scopus Indexed)
- Jain, M (2022). Role of Nudge Theory in the Adoption of EVs: Evidence from India, *Journal of organizational behavior education*, Volume 15: 2022, pp. 59-66, ISSN: 1649-7627 (print) ISSN: 2047-9999 (online) <https://www.neilsonjournals.com/JOBE/abstractjobe15nudge.html> (ABDC Listed International Journal)
- Jain, M. (2021). Was India Right in not joining RCEP: A Cost -Benefit Analysis, *India Quarterly: A journal of International Affairs*, Volume77, No.4,2021, ISSN (online): 09752684, ISSN: 09749284. <https://doi.org/10.1177/09749284211047728> (Scopus Indexed).
- Jain, M. (2020). Review of ASEAN-India Free Trade Agreement Using Revealed Comparative Advantage Index, *International Journal of Business and Economics*, Vol. 5, No. 2, 2020, pp. 56-65, ISSN (online) 2545-4137 <https://doi.org/10.5281/zenodo.4270498> (Category B in ABDC Listing).
- Jain, M. (2020). Revealed Comparative Advantage Index: An Analysis of Regional Comprehensive Economic Partnership from Indian Perspective, *Academy of Marketing Studies Journal*, Volume 24, Issue 4, 2020, 1528-2678-24-4-320 (Category B in ABDC Listing).
- Jain, M. (2020). An Empirical Study of the Impact of Exchange Rate Management on Bilateral Trade between USA & China, *The Empirical Economics Letters*, Volume 19, Number 6, June 2020, Pages 612-622, ISSN 1681-8997 <http://www.eel.my100megs.com/instructions-to-authors.htm> (ABDC Listed International Journal)

- Jain, M. (2020). Changing Landscape Of FMCG Sector: Review Of External And Internal Factors Affecting Short Term & Long Term Growth Trajectory Of An Indian MNC ,International Journal of Scientific & Technology Research .  
<http://www.ijstr.org/research-paper-publishing.php?month=feb2020>
- Jain, M. (2016). Review of Relevant Macro Economic Factors on Internationalization: The case of Tata Steel,IMT case journal IMTCJ . [http://imtcj.ac.in/?page\\_id=188](http://imtcj.ac.in/?page_id=188)
- Jain, M., & Gupta, P.(2016) Exploring the role of CSR activities in accomplishing Urban amenities in smart cities. Asia Pacific Journal of Management.  
<http://apjor.com/downloads/3007201614.pdf>
- Jain, M. (2014). Drivers of Services Sector Growth in India Post Globalization. *BVIMR Management Edge*, 7(2).
- Jain, M. (2012). Social entrepreneurship-Using Business Methods to Solve Social Problems: The Case of Kotwara. *Decision (0304-0941)*, 39(3)  
<https://facultylive.iimcal.ac.in/content/social-entrepreneurship-using-business-methods-solve-social-problems-case-kotwara>
- Jain, M. (2012). Philanthro-capitalism: Re-modeling the philanthropic paradigm. *Decision*, 39(2), 45. <http://facultylive.iimcal.ac.in/content/current-issue-1>
- Jain, M. (2012). The Efficacy of Using Disinvestment to Combat Fiscal Deficit,The Alternative”,12(1) 16-35
- Jain, M. (2012). Social Entrepreneurship: Changing\_the world through\_Social Business Models,Abhighyan 29(4). [http://www.fsm.ac.in/pub\\_abhighyan.html](http://www.fsm.ac.in/pub_abhighyan.html)
- Jain, M. (2011). Asymmetrical growth pattern in service sector in India. *The Alternative*, 10(2), 5-28.  
[http://www.bitmesra.ac.in/UploadedDocuments/BIT\\_Alternative\\_April\\_11-Sept\\_11.pdf](http://www.bitmesra.ac.in/UploadedDocuments/BIT_Alternative_April_11-Sept_11.pdf)
- Jain, M. (2011). Paradox of Plenty, with Special Reference to Inelastic Demand for Apples. *IUP Journal of Managerial Economics*, 9(2), 44  
[http://www.iupindia.in/511/Managerial%20Economics/Paradox\\_of\\_Inelasticity\\_Demand\\_for\\_Apples\\_44.html](http://www.iupindia.in/511/Managerial%20Economics/Paradox_of_Inelasticity_Demand_for_Apples_44.html)

- Jain, M. (2011). Changing the world through fashion: A case of Social Entrepreneurship, IMTCJ, 2 (1) <http://imtcj.ac.in/pdf/IMT%20CASE%20JOURNAL%20Volum%202%20No.1.pdf>
- Jain, M. (2010). Shift from Conventional to Tertiary Sector: Emerging Dimensions of Service Sector in India. *Nirma University Journal of Business and Management Studies*, 3. <http://www.imnu.ac.in/www/NUJBMS.asp>
- Jain, M. (2010). Tariff Escalation: A Tax on Sustainability, Amity Management Analyst, 5(2)

### **EDITORIAL POSITIONS AND REVIEWS**

- Reviewer at various category A & B Journals.

### **CONFERENCE, SEMINAR PAPER AND PRESENTATIONS**

- Jain, M. (2018). Corporate Social Responsibility as a tool for sustainable inclusive growth in India, International Conference on Sustainability and Business Indian Institute of Management Calcutta, India .
- Jain, M. (2017). The Case of Social Entrepreneurship with reference to Husk Power Systems, National Conference on Managing Change in Evolving Economic Scenario , Management Development Institute (MDI), Gurugram
- Jain, M. (2016). Gupta,P, The role of CSR in delivering Sustainable Smart Cities , International Conference on Corporate Social Responsibility & Sustainable Development , Kuala Lumpur .
- Jain, M. (2015). Retail FDI: Progressive Reforms or Threat, National Conference on Emerging Challenges and Opportunities in Business and Economic Environment, Zakir Husain College , University of Delhi .
- Jain, M. (2011). Tariff escalation: A threat on Environment ,13th International Conference– INBUSH (International Business Horizon) ,Amity International Business School

- Jain, M. (2011). Tariff Escalation: A tax on sustainability, International Conference on Excellence & sustainable development: Emerging global trends, BVIMR(Bharati Vidyapeeth University Institute of Management and Research) ,New Delhi
- Jain, M. (2011). Asymmetrical growth pattern in service sector in India, 4th National Conference on Contemporary Management Research, NACCMAR ,Apeejay School of Management Sector 8, Institutional Area, Dwarka, New Delhi .
- Jain, M. (2005). Health & Human Development in Rajasthan, International conference on Culture & human Development in Rajasthan, UNICEF Rajasthan.