

L.A.D. & Smt. R.P. College for Women, Nagpur

FACULTY PROFILE



1. Basic Information

- **Name:** Dr. Laila Bhairaiya
- **Designation:** Assistant Professor
- **Department:** Faculty of Commerce & Management
- **Area of Specialization:** Human Resource, Marketing Management, Finance Management

2. Educational Qualifications: Ph. D., M.B.A., M. Com, M. A. (Eco.), B.Ed., B. A. Add. (Psychology), MH-SET

3. Teaching Experience:

Total Teaching Experience: 19 Years

4. Research Experience

- Total Research Experience: 13 years
- Research Guidance : Guided BBA and M.Com student projects as part of academic curriculum requirements.
- Areas of Research Interest: Marketing Management, Consumer Satisfaction, Consumer Behaviour, Training and Development, Banking and Financial Services.

5. Research Publications

(A) Research Papers

- Published a research paper titled “*A Study of Consumer Satisfaction Towards Home Loan Facilities Provided By ICICI Bank, Nagpur*” in a peer-reviewed research journal (ISSN: 0974-0317), Vol. 14, Issue 1 (2018), L.A.D. and Smt. R. P. College for Women, Nagpur.
- Published a research paper titled “*Digital Learning Fatigue and Academic Persistence: A Behavioral Analytics Approach to Student Retention in Virtual Classrooms*” in *Elementary Education Online* (ISSN: 1305-3515), a Scopus-indexed international peer-reviewed journal, Vol. 20, Issue 1 (2021), as First and Sole Author.
- Published a research paper titled “*A Detailed Study on Plastic Money Services Provided by Bank of India, Nagpur*” in a peer-reviewed research journal (ISSN: 0974-0317), Vol. 16, Issue 1 (2020), L.A.D. and Smt. R. P. College for Women, Nagpur.

- Published a paper titled “*Omnichannel – A Post Pandemic Trend*” in *B. Aadhar International Peer-Reviewed Indexed Research Journal* (ISSN: 2278-9308, Impact Factor: 8.575), March 2022.
- Published a research paper titled “*Silent Attrition and Workforce Disengagement: Predicting Employee Exit Intentions through Behavioural Indicators*” in *Res Militaris*, Vol. 12, No. 1, Spring (2022), ISSN: 2265-6294, an international peer-reviewed journal (previously indexed in Scopus).
- Published a paper titled “*Impact of Activity Based Teaching in Enhancing Leadership Skills*” in *Phalanx: A Quarterly Review for Continuing Debate* (UGC CARE Listed Journal, ISSN: 2320-7698, Impact Factor: 6.2), January–March 2023.
- Published a research paper titled “*Understanding the Investment Objectives in Self Help Groups in Nagpur – An Empirical Study*” in *Madhya Pradesh Journal of Social Sciences*, a UGC CARE listed journal (ISSN: 0973-855X, Impact Factor: 5.3), Vol. 29, No. 1 (2024).
- Published a Scopus-indexed research paper titled “*Trustworthy AI and Organizational Resilience: An Industry 5.0 Perspective on Sustainable Digital Transformation*” in the *Journal of Information Systems Engineering and Management (JISEM)*, Vol. 9, Issue 1 (2024), e-ISSN: 2468-4376.
- Published a research article titled “*Comprehensive Analysis of AI-Based Trading Algorithms (BOT): Efficiency, Performance Metrics, and Market Impact*” in *Arthshastra: Indian Journal of Economics and Research* (ISSN: 2278-1811), a UGC CARE Group I listed journal with Impact Factor 6.718, Vol. 14, Issue 02, No. 01 (April–June 2025).

(B) Books / Book Chapters

- Co-authored a book titled “*E-Commerce*” for M.Com. Semester IV, as per RTM Nagpur University syllabus, published by Sheth Publishers Private Limited (ISBN: 978-93-5149-914-5, 2018).
- Co-authored a book titled “*Money, Banking & Finance*” for B.B.A. Semester IV, as per RTM Nagpur University syllabus, published by Thakur Publication Private Limited (ISBN: 978-93-87483-05-7, 2018).
- Co-authored a book titled “*Advanced Human Resource Management*” for B.B.A. Semester VI, as per RTM Nagpur University syllabus, published by Sheth Publishers Private Limited (ISBN: 978-93-87825-79-6, 2019).
- Co-authored a book titled “*Foundation of Managerial Effectiveness*” for B.B.A. Semester I, as per RTM Nagpur University syllabus, published by Thakur Publication Private Limited (ISBN: 978-93-5480-623-0, 2022).
- Co-authored a book titled “*Start-up Support Executive*” for B.Com./B.B.A. Semester I students, as per RTM Nagpur University syllabus, published by Sheth Publication Private Limited (ISBN: 978-93-6268-559-9, 2024).
- Co-authored a book titled “*Job Analysis and Performance Management System (PMS)*” for B.B.A. Semester VI, as per RTM Nagpur University syllabus, published by Himalaya Publishing House (ISBN: 978-93-6557-696-2, 2025).

(C) Conference / Seminar Proceedings

- Participated in the National Seminar on *“Intellectual Property Rights and Importance of Patents to Boost Research”* organized by L.A.D. & Smt. R.P. College for Women, Nagpur (10 January 2017).
- Participated in Aura Rally Walk for Water under Water Literacy Year 2018–19 organized by NSS, L.A.D. & Smt. R.P. College for Women, Nagpur (1 September 2018).
- Participated in Organization Development Conclave organized by Institute of Management Technology, Nagpur (8 September 2018).
- Participated in National Aqua Conference on *“Water Conservation: Role of Educator”* organized by L.A.D. & Smt. R.P. College for Women, Nagpur (18 December 2018).
- Attended National Conference on *“Impact of GST on Indian Economy”* organized by Sant Gadge Maharaj Mahavidyalaya, Nagpur (9 February 2019).
- Participated in programme on *“New NAAC Parameters for Accreditation & Assessment of Colleges: Challenges & Strategies”* organized by Dr. Ambedkar College, Nagpur (2–3 March 2019).
- Attended Symposium on *“Essentials of Nutrition in Sports Performance”* organized by L.A.D. & Smt. R.P. College for Women, Nagpur in collaboration with Nutrition Society of India (31 August 2019).
- Attended Symposium on *“Income Transfer & Indian Economy”* organized by VMV Commerce, JMT Arts & JJP Science College, Nagpur (4 September 2019).
- Attended ICSSR/IMPRESS sponsored National Conference on *“Impact of Economic Reforms on the Growth of Indian Economy”* organized by G.S. College of Commerce and Economics, Nagpur (10–11 October 2019).
- Participated in International Yoga Day on theme *“Yoga for Development of Mental and Physical Energy”* organized by L.A.D. & Smt. R.P. College for Women, Nagpur (21 June 2019).
- Attended National Seminar on *“Aarogyan Dhan Sampada: A Lifelong Treasure”* organized by L.A.D. & Smt. R.P. College for Women, Nagpur (14 December 2019).
- Participated in Webinar on *“Research Paper Writing: Do’s & Don’ts”* organized by L.A.D. & Smt. R.P. College for Women, Nagpur (30 May 2020).
- Participated in National E-Conference on *“Role of E-Resources and Mind Mastering Strategies in Education”* organized by St. Aloysius College, Jabalpur (9–10 June 2020).
- Attended International Webinar on *“Eastern Philosophy and the West”* organized by consortium of colleges (14 June 2020).
- Attended Webinar on *“Embodying Stillness: Finding Peace of Mind amidst COVID-19”* organized by L.A.D. College, Nagpur (29 June 2020).
- Attended Workshop on *“Training for Teaching on Virtual Platform”* organized by L.A.D. College, Nagpur (13–14 July 2020).
- Attended Workshop on *“Technical Training for Virtual Teaching”* organized by L.A.D. College, Nagpur (18 July 2020).
- Attended Workshop on *“Google Classroom Training”* organized by L.A.D. College, Nagpur (8 August 2020).
- Attended Training on *“Conducting Online Examinations”* organized by L.A.D. College, Nagpur (12 & 14 September 2020).
- Attended National E-Conference on *“Quality Education: Blackboard to Techboard in Post COVID Scenario”* organized by IQAC, Hislop College, Nagpur in collaboration with NAAC (10 March 2021).
- Attended National Webinar on *“Role of Scientific & Technological Innovations: A War Against Global Catastrophes”* organized by St. Francis de Sales College, Nagpur (29 April 2021).

- Attended National Symposium on “*Insight on Multiple Entry & Exit in Academic Programmes in Higher Education Institutions*” organized by VMV College, Nagpur (17–18 September 2021).
- Attended National Webinar on “*Impact of COVID-19 on Indian Economy & E-Commerce*” organized by Yashoda Girls’ College & Mahila Mahavidyalaya, Nagpur (25 May 2021).
- Attended Webinar on “*Overview of Securities Market and Career Growth*” organized by BSE Investors Protection Fund (5 October 2021).
- Participated in National Online Workshop on Intellectual Property Rights (IPR) organized by Government College Jaura, M.P. under World Bank Project & IQAC (29 August 2022).
- Participated in International Conference on “*Worldwide Resurgence of Economy after the Pandemic*” organized by Prerna College of Commerce, Nagpur (7 January 2023).
- Attended a National Level Conference titled “*Green Earth – Clean Earth*” organized by L.A.D. College, Nagpur (10 February 2024).
- Participated in National Workshop on “*Mastering Communication Skills for Success*” organized by Santaji Mahavidyalaya, Nagpur (4 April 2025).
- Attended Dr. Kamala Narayanan Memorial Lecture on “*How to Read a Story*” organized by L.A.D. & Smt. R.P. College for Women, Nagpur (14 August 2025).
- Participated in SCRI Annual Seminar on “*Science, Society and Gender: A Multidisciplinary Approach*” organized by SCRI, Kolkata (30–31 August 2025).
- Participated in event on University Song Singing Ceremony organized by Rashtrasant Tukadoji Maharaj Nagpur University on its 57th Death Anniversary (11 October 2025).
- Attended National Webinar on “*Virtual Labs*” organized by Sangameshwar College, Solapur (14 November 2025).
- Completed State Level Workshop on “*Academic Bank of Credits (ABC) and DigiLocker*” organized by L.A.D. & Smt. R.P. College for Women, Nagpur (9 October 2025).
- Participated in Investor Awareness Programme “*#BeingSuperWomen*” organized by Mirae Asset Mutual Fund & CIEL (24 January 2026).

6. Research Projects

- Minor/ Major Research Projects:

7. Orientation / Refresher Courses / FDPs Attended

- Attended a UGC-sponsored One Day Seminar-cum-Workshop on “*Employment and Gandhian Thought*” organized by L.A.D. & Smt. R.P. College for Women, Nagpur (11 October 2008).
- Participated in a One Week Workshop on Research Methodology organized by the Department of Business Management (22 February – 1 March 2014).
- Completed the Train the Trainer Workshop on “*Finance & Accounting for Business Process Services*” conducted by Tata Consultancy Services (21–25 April 2014).
- Attended a One Week Skill Education (Level I) Workshop on “*Multiplying Wealth: Investments & Income Tax Return*” organized by L.A.D. & Smt. R.P. College for Women, Nagpur (14–19 January 2019).
- Participated in a One Day Intercollegiate Workshop on Personality Development held at L.A.D. & Smt. R.P. College for Women, Nagpur (16 February 2019).
- Attended a One Week Skill Education (Level III) Workshop on “*Investment and Career Opportunities in Stock Market*” organized by L.A.D. & Smt. R.P. College for Women, Nagpur (2–7 March 2020).

- Attended a One Week Skill Education (Level II) Workshop on “*Career Opportunities in Securities Market & Mutual Fund (COSMMF)*” organized by L.A.D. & Smt. R.P. College for Women, Nagpur (5–10 August 2019).
- Attended an FDP on “*Flipped Classroom – An Effective Pedagogy*” organized by Vellalar College for Women, Erode in collaboration with L.A.D. & Smt. R.P. College for Women, Nagpur (13 April 2020).
- Participated in a One Week FDP on “*Inclusive Quality Initiatives for Higher Education*” (Inter-State Cluster Webinar Series) (27 April – 4 May 2020).
- Completed a Three-Day National Level FDP on Online College Management & Content Creation Tools organized by North Storm Academy (30 April – 2 May 2020).
- Attended a Two-Day National Level FDP (2.0) organized by North Storm Academy (13–14 May 2020).
- Participated in a Three-Day FDP on “*Writing High-Impact Research Papers Effectively & Efficiently*” organized by G.H. Rasoni Institute of Business Management, Jalgaon (4–6 June 2020).
- Attended a One Day Workshop on “*Use of Google Tools for College Teachers*” organized by Taywade College, Nagpur (18 May 2020).
- Participated in an FDP on “*Intellectual Property Rights for Academicians*” organized by Jhulelal Institute of Technology (5 June 2021).
- Attended a Two-Day National Symposium on “*Insight on Multiple Entry & Exit in Academic Programmes in Higher Education*” organized by VMV Commerce, JMT Arts & JJP Science College, Nagpur (17–18 September 2021).
- Participated in an e-FDP on “*Research Methodology & Funding Opportunities*” organized by Datta Meghe College of Pharmacy, DMIMS (DU), Wardha (15 January 2022).
- Attended a One Week Skill Education Workshop on “*Financial Awareness and Investment Planning*” organized by L.A.D. & Smt. R.P. College for Women, Nagpur.
- Participated in a National Symposium on “*NEP 2020: A Global Perspective for HEIs*” organized by IQAC, Dharampeth M.P. Deo Memorial Science College, Nagpur (16 December 2023).
- Participated in a Five-Day Online STTP on “*Women in Workplace: Liberalization, Globalization and Gender Equality*” organized by IIIT Nagpur (26–30 December 2023).
- Successfully completed the *NEP 2020 Orientation and Sensitization Programme* under UGC-MMTTP, organized by UGC-Malaviya Mission Teacher Training Centre, Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur (16–30 March 2025).
- Participated in the SCRI Annual Seminar 2025 on “*Science, Society and Gender: A Multidisciplinary Approach*” organized by Scientific and Critical Research Institute (SCRI), Kolkata (30–31 August 2025).
- Participated in a One Day FDP on “*Internet of Things for Smart Business and Operations*” organized by Ranibai Agnihotri Institute of Computer Science and IT in association with Pencilbitz (9 February 2026).

8. Papers Presented in Conferences / Seminars

- Presented a paper titled “*Yagya: A Vedic Practice – Unleashing Corporate Social Responsibility*” at a UGC-sponsored national conference on *Shrimadbhagavad Gita and Its Present Day Relevance*, R.S. Mundle Dharampeth Arts & Commerce College, Nagpur (2015).
- Presented a paper titled “*Sustainability & Corporate Social Responsibility – The Need of the Era*” at the International Conference *NOVUS 2015*, NIT Graduate School of Management, Nagpur (2015).
- Presented a paper titled “*Flipkart: The Poster Child of India’s E-Commerce Boom*” at a national conference on e-entrepreneurship, Santaji Mahavidyalaya, Nagpur (2016).

- Presented a paper titled “*Entrepreneurial Finance: Venture Capital Financing of Indian Entrepreneurs*” at an international conference, Tirpude Institute of Management Education, Nagpur (2016).
- Presented a paper titled “*E-Lounge: Comparative Study of Public Sector and Private Sector Banks*” at an international conference on business innovation, Tirpude Institute of Management Education, Nagpur (2018).
- Published/presented a paper titled “*Colour Therapy – A Stimulator of Joy & Balance in Human Life*” in conference proceedings *Aarogyan Dhan Sampada* (ISBN: 978-93-80985-23-7), L.A.D. & Smt. R.P. College for Women, Nagpur (2019).
- Presented a paper titled “*Role of Digital Library in Development of New Learning Environment*” at a national e-conference, St. Aloysius College, Jabalpur (2020).
- Published a paper titled “*Omnichannel – A Post Pandemic Trend*” in a peer-reviewed indexed journal (2022).
- Published a paper titled “*Impact of Activity-Based Teaching in Enhancing Leadership Skills*” in a UGC Care Listed journal *Phalanx* (2023).

9. Workshops / Seminars / Conferences Organised

- Conceptualised and organised “Shark Tank – Mission Sambhav”, an inter-collegiate event conducted during AURA 2024, aimed at promoting innovation, entrepreneurship, and business idea presentation among students
- Appointed as Convenor for the *Aptitude Development Workshop* conducted from 5 August 2025 to 19 August 2025, under Skill Education Level I.
- Served as Co-Convenor of the *Student Quality Assurance Cell (SQAC)* (2024–Present), contributing to quality enhancement initiatives and student engagement activities.
- Served as Co-Convenor of the *Training & Development (T & D) Cell* (2024–2025), coordinating student training programs, skill development initiatives, and placement-related activities.

10. Administrative Responsibilities

University-Level Responsibilities

- Internal/External Examiner for B.B.A. Semester VI Project, RTM Nagpur University (2018–Present)
- Paper Setter and Paper Valuer for B.B.A., RTM Nagpur University (2019–Present)
- Examiner/Evaluator for revaluation of B.B.A. Semester III (Theory Examination, January 2023) at Dada Ramchand Bakhru Sindhu Mahavidyalaya, Nagpur (14–15 March 2023)
- Examiner/Evaluator for undergraduate examinations at affiliated colleges of RTMNU (2019–2022)
- Teacher In-charge, Avishkar Research Convention 2022–23, RTM Nagpur University (16 Dec 2022)

College-Level Responsibilities

- Convenor, Dance Competition, Aura 2023 (2022-2023)
- Co-Convenor, SQAC, (2023- Present)
- Co-Convenor, Training & Placement Cell, (2023-2025)
- Member, Entrepreneurship Development Cell, (2025 -Present)

- Member, Training & Placement Cell, (2025-Present)
- Member, Cultural Committee, (2024 -Present)
- Member, IQAC Criteria V, (2024 -Present)
- Member, Dr. V. M. Inter-Collegiate Debate Competition, (2023 -Present)
- Member, Jagruti Cell, (2022 -Present)
- Member, Tarang Committee, (2022-Present)
- Member, Admission Committee, (2018-Present)
- Member, Editorial Board – BBA Project Abstract Portfolio (2018–Present)
- Member, Reception Committee – NAAC Peer Team Visit (February 2023)
- Member, NAAC Cultural Event Committee (February 2023)
- Member, College Website Updation Committee (2023-2024)
- Member, Cultural Fest Aura Committee (2022-2024)
- Member, Hospitality Committee (December 2019)
- Reviewer of research paper *Health Literacy Year* (2019–2020)

11. Membership of Professional Bodies

- Treasurer, University Women's Association (2023–Present)

12. Awards / Recognitions

13. Extension Activities / Community Engagement

- Participated in Aura Rally Walk for Water under Water Literacy Year 2018–19 organized by NSS, L.A.D. & Smt. R.P. College for Women, Nagpur (1 September 2018).
- Participated in National Aqua Conference on “*Water Conservation: Role of Educator*” organized by L.A.D. & Smt. R.P. College for Women, Nagpur (18 December 2018).
- Engagement in Avishkar Research Convention 2022–23 as Teacher In-charge (RTM Nagpur University)

14. E-Content / MOOCs / ICT Use

- Use of ICT tools for effective teaching-learning (PPTs, online resources, smart classroom tools)
- Development and use of e-content for academic delivery
- Participation in MOOCs / online courses for continuous professional development
- Use of Google Classroom / LMS for assignment submission, assessment, and student engagement

15. Other Relevant Information

- Actively engaged in academic, administrative, and institutional development activities contributing to quality enhancement of higher education.
- Participated in NAAC-related activities including preparation of SSR, AQAR inputs, documentation, and institutional accreditation processes.
- Involved in examination-related duties such as invigilation, assessment, question paper setting, and evaluation as per university norms.
- Contributed to student mentoring, academic counselling, and guidance for career development and higher education opportunities.

- Participated in various Faculty Development Programmes (FDPs), workshops, seminars, and webinars for continuous professional development.
- Actively contributed to research activities through publications in peer-reviewed journals and presentations in national and international conferences.
- Participated in institutional committees and academic activities for smooth functioning and quality improvement initiatives.
- Engaged in co-curricular and extracurricular activities supporting student development and institutional outreach programmes.