

DR. SUJATA ROUNAK

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Objective: Seeking a challenging and rewarding opportunity in Research and Consulting which is in line with my academics and effectively utilizes my skills

PROFILE SUMMARY

- **Ph.D. in HRM** with the zeal to make a successful career in Research & Consulting
- **PGDM with specialization in HRM** having over 4 years of industry work experience
- Extensive knowledge of HR domain and experienced in carrying out research studies through review of existing resources and data analysis
- Knowledge of report and manuscript writing and have published research papers in ABDC and Scopus journals
- **Developed scale on 'Employee Value Proposition'** construct for the millennials working in hotel industry.
- Skilled at using MS office and IBM AMOS for identifying and solving various statistical problems and having good knowledge of Structural Equation Modelling
- Having experience in working with excel using pivot table, conditional formatting and other such features, also MS word and PowerPoint presentations; working knowledge of Power BI
- Dedicated, hardworking, self-motivated, result oriented with a strong will to excel and capable of taking responsibilities independently
- An effective communicator, conceptually strong with innovative, analytical and systematic approach to the work

CORE COMPETENCIES

~ Research Skills

~ Survey Development

~ Data Analysis

~ MS Office

~ Analytical Skills

~ Advanced Excel

~ Power BI

~ SPSS

~ Manuscript Writing

Organization Indian School of Development Management

Designation Consultant

Location Noida

Duration December, 2023 to May, 2024

Competency Mapping Project (based on secondary research)

- 1) Map functions for SPOs (mostly NGOs- simple and complex); using a combination of job searches and website searches. Go through diverse job descriptions. Go through different functions and sub functions.
- 2) Identifying the functional domains in an NGO.
- 3) Identifying the roles based on the job description for the 5 brackets of years of work experience, i.e. 0-5 years, 5-10 years, 10-15 years, 15-20 years and 20-25 years.
- 4) Identifying and tabulating the attitudinal and technical skills for these functions.
- 5) Competency framework: Aggregate the competency needs for the role (techno-functional-behavioural); review the ISDM competency framework as well

Ph. D. (Full- time)

Organization Jaypee Business School, Noida

Duration July 2017 till November, 2023

Topic

EMPLOYEE VALUE PROPOSITION AMONG THE MILLENNIALS: A STUDY OF INDIAN HOTEL INDUSTRY

Publication:

- 1) Rounak S., and Misra R.K., "*Employee value proposition: an analysis of organizational factors – the way to enhance value perception*," Development and Learning in Organizations, vol. 34, no. 6, pp. 9-12, 2020. <https://doi.org/10.1108/DLO-09-2019-0216>.
- 2) Rounak S., and Misra R.K., "*Employee Value Proposition, Exchange Ideology, and Intention to Stay: A Conceptual Analysis*," Prabandhan: Indian Journal of Management, vol. 15, no. 8, pp. 8-23, 2022.
- 3) Rounak S., and Misra R.K., "*Sustainable EVP: An analysis of factors and its impact on employees' intention to stay*," IOSR Journal of Business and Management (IOSR-JBM), vol. 24, no. 12, pp. 13-18, 2022.

Paper presentation

Employee value proposition: Analysis of sustainability practices at the National Conference on Sustainability in Business Practices in Jaypee Business School, 26th September, 2020

Poster presentation

Employee value proposition attributes, exchange ideology and intention to stay: A conceptual analysis at the 7th PAN IIM Conference, IIM Rohtak, 14th December, 2019.

FDP attended:

"How to publish in Scopus & High Impact Journals" at International Management Institute, New Delhi, 6th to 7th June, 2019.

Conference attended:

PAN IIM Conference, from 12-14 December, 2019.

International Conference on Information Technology and Quantitative Management, 2017 at Jaypee Business School, Noida from 5th to 6th December, 2017.

Workshops attended:

- 1) National workshop on research methods: scale development from 17th to 18th October, 2018 in SRCC, New Delhi
- 2) Competency development programme (CDP-2018) titled "Advanced Research Methodology" from June 18-23, 2018 conducted at Jaypee Business School.
- 3) "Author Workshop on Research Paper Writing" from 19-20 January, 2018 at IIIT.

ORGANIZATIONAL EXPERIENCE

Organization **HDFC Bank Ltd.**
Designation **Assistant Manager (Operations)**
Location **Noida**
Duration April 2011 till April 2015

Customer Service

- Understanding customer's need and ensure that their query is attended to and resolved in an efficient manner and within stipulated TAT.
- Ensure compliance of KYC, identification of customer and communication of product eligibility.

Operations

- Custodian of Deliverables viz. Welcome Kit, Cheque Book, ATM / Debit Cards and Tatkal Kits.
- Ensure that the correct product information is disseminated.

Sales

- Generate sales lead.
- Ensure that cross sell conversion is achieved through calling.

Marketing

- Ensure that 5-S norms are adhered to for individual workstation.

EDUCATIONAL CREDENTIALS

PGDM MARKETING & HUMAN RESOURCE 2011

Chandragupt Institute of Management Patna, Patna
CGPA: 2.97/4.33

B.A. 2009

Patna University
Percentage: 66.67%

XII 2003

Bihar Intermediate Education Council,
Percentage: 67.40%

X 2001

ICSE,
Percentage: 85 %

Technical Skills

MS Office

SUMMER TRAINING

Project Benchmarking HR Policies and Practices of **Airtel**.

Organization Bharti Airtel.

Duration April 2010 – June 2010

Synopsis The project gives an insight into those areas of HR which needs improvement. Based on the analysis of data collected after survey amongst its competitors like Idea Cellular, MTS and Tata Docomo 3 areas like Rewards & Recognition, Continuing Education, and Employee Referral were identified for improvement.

PROJECTS UNDERTAKEN

Project Training and Development
Duration Oct – Nov 2010
Synopsis Organized a day training program on ‘Trust building’ for the employees (Assistant Sales Manager) of Bajaj Allianz.

Project Independent Project
Duration Dec - 2010
Synopsis Prepared a Performance Appraisal System for faculty members of CIMP. It included three parameters like teaching, research and service.

Project Human Resource Management
Duration Dec 2009
Synopsis Conducted an organizational study along with the OCTAPACE profile of Aviva Life Insurance Company India Ltd.

Personal Details:

Date of Birth: 23rd March, 1985
Languages known: English and Hindi
Address: RG Residency, Sector-120, Noida, Uttar Pradesh.