

# CURRICULUM VITAE

## DR. SONIA GUPTA

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### PERSONAL INFORMATION

I am a married Indian lady, born on the 11<sup>th</sup> day of September in 1969. I am conversant in English and Hindi languages. I have working knowledge of MS-Office, Paintbrush, CorelDraw, Photoshop, PageMaker, Adobe Illustrator and Internet. I enjoy good social recognition and good will. I am blessed with a daughter and a son.

### WORK EXPERIENCE

I have around twenty one years of experience in the field of Academics, Administration, and Designing.

Dec 10' onwards

**Professor**, Hospitality, Leeds Metropolitan University U.K., India Campus – Leeds Met India, Bhopal.

August 10' Onwards

**Editor-in-Chief of IJOHAT**– International Journal of Hospitality and Tourism, a biannual, international, double blind peer reviewed e- journal.

Sept 10' to Nov 10'

**Reader**, Department of Hotel Management and Catering Technology, BIT, MESRA, RANCHI

Jan 08' to July 08'	<b>Acting In Charge</b> , Department of Hotel Management and Catering Technology, BIT, MESRA, RANCHI
Nov 05 to Sept 10'	<b>Senior lecturer</b> , Dept. of Hotel Management and Catering Technology, Birla Institute of Technology, Mesra, Ranchi
Nov 05' to Nov 10'	<b>Editor of JOHAR</b> - Journal of Hospitality Applications and Research, a biannual, double blind refereed published and online journal.
Aug 03 to Jan 05	<b>Visiting Faculty</b> RAI University Bhopal Campus.
Apr 2001 onwards	<b>Director</b> , SNICE Institute of Creativity and Excellence Indore.
Dec 99 to Nov 2000	<b>Senior Merchandiser</b> , Indira Exports Pvt. Ltd. Indore.
July'96 to Jan'01	<b>Visiting Faculty</b> , Commercial Designing, I.M.S. (Institute of Management Studies), D.A.V.V. (Devi Ahilya Vishwa Vidhyalaya), Indore.
Feb'98 to July'99	<b>Head of Academics</b> , J.D. Institute of Fashion Technology, Indore.
July'94 to Feb'97	<b>Senior Lecturer &amp; Head of the Department and Coordinator</b> - Women's Vocational Courses including Interior Designing, BBA, Computer Applications and Fashion Designing and Marketing-PG Diploma Programs – S.C.M.K.V.M., D.A.V.V., Indore.
July'87 to May'90	Served as <b>Secretary, Vice President and President</b> of the Students Council of the College.

<p><b>ACADEMIC QUALIFICATION</b></p>	<p>I have a Ph.D degree, Double Masters and a few Diplomas to my credit. I am the University topper in Post Graduation and have been awarded Double Gold Medal in Graduation for topping the University amongst all faculties.</p>
	<p><b>1997: PhD, Home Science-</b> widely appreciated, extensive research related to ergonomics, operations research and layout designing, D.A.V.V., Indore '<b><i>A study for optimization of layout of stores, equipment, furniture and fixtures to improve the quality of life of Indian women using ergonomical considerations</i></b>'.</p> <p><b>2008: M.Sc. in Hotel Management</b> from Annamalai University ( 74% <b>Gold Medalist, University Topper</b>)</p> <p><b>1990: M.Sc., Home Management, D.A.V.V., Indore (78.00%) (University Topper)</b></p> <p><b>2007: P.G. Diploma in Hotel Management, Annamalai University (71%) (University Topper)</b></p> <p><b>1988: B.Sc. Home Science, D.A.V.V. Indore (80%) (University Topper, Double Gold Medalist)</b></p> <p><b>1989: Diploma in Textile Designing, I.P.W., Indore-Grade A</b></p> <p><b>2001: Diploma in Import Export Management, A.I.I.M.A.S., Chennai-73%.</b></p> <p><b>1991: Certificate Course in Graphic Designing, I.P.W., Indore-Grade A.</b></p> <p><b>2002: Intermediate Drawing Exam (J.J. School of Arts, Govt. of Maharashtra), Grade A</b></p>

**PROFESSIONAL  
QUALIFICATION**

I have undergone Professional Training in various areas pertaining to Skilled Craft, Designing, Textiles and Garments & Personality Development.

- 2008:** Attended a Seminar on “**Intellectual Property and Innovation Management in Knowledge Era**” Organized by National Research Development Corporation, Supported by Dept. of Science and Technology, Govt. of Jharkhand Ranchi.
- 2008:** Attended a Workshop on “**An Insight to Research as applied to Hospitality Industry**” Conducted by Dept of HMCT, BIT & The University of Waikato, New Zealand.
- 2007:** Attended a Workshop on “**Kitchen Planning and Designing**” Organized by Dept of HMCT, BIT; conducted by Corporate Chef, Regency group of Hotels, Chennai.
- 2007:** Attended a Workshop on “**Butter Sculpturing**” Organized by Dept of HMCT, BIT; conducted by Director, Sai Institute of Carving Chennai.
- 2007:** Attended an international training program on “**Application of Research in Hospitality and Tourism**” conducted by Waikato University, New Zealand.
- 2002:** Certificate Course in **Personality Development, Confidence Building & Grooming**, The Orchid Finishing School, Bombay.

- 1998:** Skill Cum Technology Up gradation Program in Garment Manufacturing Technology, organized by CEDMAP in association with NIFT, New Delhi.
- 1997:** Workshop on self improvement through hypnosis and self hypnosis organized by Institute of Mind Control and Development Calcutta.
- 1996:** Dress making course (Flat pattern cutting) organized by Zarpkar College of Fashion, Mumbai.
- 1996:** Training in Acupressure healing techniques organized by Adarsh Yog and Prakratik Chikitsalaya and Shikshan Sansthan, Indore.
- 1994:** Workshop on sculpture making in various mediums organized by Sanjay Kala Kendra, Indore.
- 1992:** Office Automation Course (WordStar, Lotus 123, Dbase) conducted by Institute of Computer Science Electronics and Instrumentation, D.A.V.V., Indore.
- 1990:** Seminar on House Journals and College Magazines organized by school of Journalism and mass communication, D.A.V.V., Indore.
- 1988:** Certified trainer for Ikebana, trained by the Ohara School Of Flower Arrangement. Japan.
- 1987:** Certificate course in food and vegetable preservation organized by Graha Kala Prashikshan Sansthan, Delhi.

<p><b>ACHIEVEMENTS AND AWARDS</b></p>	<p>I feel happy to have performed as a dynamic Leader, Responsible Manager having effective communicating Skills. I have creativity, and designing sense with an outstanding academic record and an insight for research. Academic is my Passion.</p>
	<ul style="list-style-type: none"> <li>• <b>Topped University and have been awarded a gold medal in M.Sc. in Hotel Management completed from Annamalai University.</b></li> <li>• <b>Topped University in P.G. Diploma in Hotel Management Completed from Annamalai University</b></li> <li>• <b>Biographical note</b> with picture features in ASIAN AMERICAN who's Vol. 3; ASIA PACIFIC Who's Who Vol. III; and REFERENCE ASIA: Asia's Who's Who of men and women of achievement (revised edition).</li> <li>• <b>'Rising personalities of India award'</b> given by the International Penguin Publishing house in 2004.</li> <li>• <b>15 Episodes</b> demonstrating various skill based items were telecasted on OTG television channel for a ladies programme all over M.P. in 2000-01.</li> <li>• Awarded <b>Double Gold Medal</b> by D.A.V.V. for Topping the University in 1988 in my stream and all the streams also.</li> <li>• Awarded <b>Chintamani Award</b> by Shri Ahilyotsav Samiti Indore for topping the University in B.Sc. Home Science in 1988.</li> <li>• Awarded a <b>Shield</b> by 'The eden social and cultural organization' Indore for scoring 79% marks in higher secondary exams in 1985.</li> <li>• Awarded <b>Scholarship in the National Scholarship Schemes</b> in 1985 and 1989.</li> <li>• Awarded <b>State Level Award</b> for excellence in academics, Research &amp; Student Life.</li> </ul>

## RESEARCH PUBLICATIONS & CONTRIBUTIONS

I have been associated with research since 1990 and that gives me 21 years of experience in it. I enjoy teaching, guiding and training students in this area. I have zeal to carry on my work for a post doctoral degree. I have presented eleven papers in various conferences and have published twelve Papers in Standard National & International Journals and have reviewed nine books.

### Research Projects

- **Worked as a supervisor** Of Establishment survey for the project, “Assessment of Future Human Capital Requirements in Agriculture” in the Districts of Ranchi and Hazaribagh. Project funded by National Agricultural Innovation Project (NAIP) and Indian Council of Agricultural Research (ICAR) and undertaken by National Academy of Agricultural Research Management (NAARM) and Institute of Applied Man Power Research Delhi (IAMR) .
- **Under taken Project for BIT** Titled “Effectiveness of Simulation as a training method in comparison with class room teaching (with special reference to BIT –BHMCT Students) 2006. **Members:** Dr. Sonia Gupta, Atul Gupta, Rajeshwari Chatterjee.
- **Guided Numerous Research Projects** at Post Graduate and Under Graduate level.

### Papers Published

- **Paper Published in Journal of Hospitality Applications and Research Volume 5, Issue 1, Jan 2010** Paper titled “Hospitality in the hotels of Eastern India :a study of Guest Perceptions” authored by Sonia Gupta, Kundan Singh.
- **Paper Published in The Alternative Journal of Management Studies and Research Vol VIII, No :2 April – September 09’.** Paper titled “Attitude of students of Hospitality Management towards Impact of Formal Dressing on their Training and Profession” Page: 95 – 104 Authored by Sonia Gupta, Atul Gupta

- **Paper Published** in Indian Journal of International Tourism and Hospitality Research Vol. 2 Dec 2008 issue. Paper titled: "Litti – A regional Dish of Ranchi: A study of Consumer Perception". Authors: Sonia Gupta, Atul Gupta Pg: 86 - 103.
- **Publication of a research paper** in National Double Blind Refereed Journal, Journal of Hospitality Applications And Research Vol4, No2, Jul 09' issue. Paper titled: "Dining Experiences and Return Patronage – Study of Hotel's Restaurants in Delhi, India" **Author:** Alok Prasad, Dr. Sonia Gupta, Pramod Srivastava pg: 45 – 61.
- **Publication of a research paper** in National Double Blind Refereed Journal, Journal of Hospitality Applications And Research Vol4, No2, Jul 09' issue. Paper titled: " LTC ( Leave Travell Concession) As a means to promote tourism in Jharkhand" **Author:** Dr. Sonia Gupta, Rajeshwari Chatterjee, Atul Gupta, Pg: 93 – 107.
- **Publication of a research paper** in Prestige International Journal of Management Research Vol. 1 No. 2 July 2008 issue. Paper titled: "Comparative Study of Effectiveness Of Teaching by Simulation and Conventional Class room Teaching Methods". Authors: Sonia Gupta, Atul Gupta.

**RESEARCH  
PUBLICATIONS &  
CONTRIBUTIONS**

Continued.....

- **Publication of a research paper in International Journal Of Tourism and Travel** Vol. 2 No. 2 July 2009 issue Paper titled "Study on effects of Human Resource Policies On the employees of Two leading Hotel Groups in Ranchi – Case study", Authors: Dr. Sonia Gupta, Atul Gupta Pg 52 – 57.
- **Publication of a research paper** in National Double Blind Refereed Journal, Journal of Hospitality Applications And Research Vol3, No2, Jul 08' issue. Paper titled:  
  
"To study the attitude of tribal Population of Ranchi (Jharkhand) towards Education." **Author:** Dr. Sonia Gupta, Priyanka Nanda Pg -57 - 66



- **Publication of two research papers** in national level research journal Journal Of Hospitality Applications and Research Vol. 1 no 2, July 2006 titled:
  - a) Need and means for organized finishing program for hotel management students. **Author:** Dr. Sonia Gupta, Atul Gupta, Ashish Dhaiya.Pg – 21- 26
  - b) Development of wild life tourism in Jharkhand in relation with National Games'07 at Ranchi. **Author:** Atul Gupta, Dr. Sonia Gupta Pg 56 -62.
  
- **Publication of two Research Papers** in National Quarterly Research Journal “ Samajik Sahayog” in 1996.
  - a) The techniques of determination of energy expenditure and their relevance for the study of Indian women. **Author:** Ms. Sonia Narsariya, Dr. (Mrs.) Priti Taneja, Dr. A.K. Chitale.Pg 51 -57, Year 5 Issue 17
  - a) Attitude of an average class of women towards house hold activities. **Author:** Ms. Sonia K. Narsariya, Dr. (Mrs.) Priti Taneja.Pg 42 – 51, Year 5 Issue 18.

## Papers Presented in Conferences

- **Presented Paper in International Conference** on "Opportunities and Challenges in the Global Business" held on Feb 13-14, 2010, Organized by International Institute of Foreign Trade and Management, Medicaps Group of Institutes INDORE. Paper titled "Study for evaluating the prevalent Education system in India for training Hospitality Professionals- The students' perspective" Authors Sonia Gupta, Atul Gupta, Rajeshwari Chatterjee.
  
- **Presented a research paper in National Conference on “Hospitality Management Education – Issues & Challenges” – “Effectiveness of Simulation as a Training Method with Reference to Hospitality students”** Organised by Durgapur Society of Management Science, Durgapur, West Bengal & Centre for Mountain Tourism & Hospitality Studies, Srinagar Garhwal, Uttarakhand Jan 29 -30, 2009'.**Authors:**Dr. Sonia Gupta, Atul Gupta , Rajeshwari Chatterjee, Ashish Dahiya.

- **Presented a research paper in National Conference on “ Changing Trends in Family Environment”** – “ Changes Occurring In The Food Consumption Pattern Of Oraon Tribe Residing near Ranchi” organized by Mata Jeeja Bai Govt. Girl’s P. G. College, Motitabela, Indore M.P., on 16 – 17 Jan 2009’ **Authors:** Dr. Sonia Gupta, Atul Gupta.
- **Presented a research paper in International Conference on Management Science and Arts 15<sup>th</sup> 17<sup>th</sup> Sept 2008** – “Study on effects of human resource policies on the employees of two leading hotel groups in Ranchi” Organised by Faculty of Management Studies, Gurukul Kangri University, Haridwar. **Authors:** Dr. Sonia Gupta, Atul Gupta.
- **Presented a research paper in International Conference on “Innovation In Tourism: Competitiveness and Sustainability”** - A Study of Marketing Strategies of Present and Probable Litti Selling Outlets in Ranchi. December 20-22, 2007 Organized by Indian Institute Of Tourism & Travel Management Bhubaneswar, Orissa, India. Abstract published in souvenir. **Authors:** Dr. Sonia Gupta, Atul Gupta.
- **Presented two Research Papers in International Conference on “Spectrum of Hospitality and Tourism Industry in the Global Scenario”** Organized by Department of HMCT, Birla Institute of Technology MESRA Ranchi on JAN 15 08’. Abstract published in souvenir.  
Papers Titled:
  - a) To study the attitude of tribal Population of Ranchi (Jharkhand) towards Education. **Author:** Dr. Sonia Gupta, Priyanka Nanda.
  - b) To study and document the method of production of Handia in Jharkhand. **Author:** Dr. Sonia Gupta, Vikash Kr. Singh.
- **Presentation of two research papers** in a National Symposium on “Saga of Hospitality Education-Quality Assurance”. 14<sup>th</sup> and 15<sup>th</sup> Feb 2003. Organised by Vivekananda Institute of Hotel & Tourism Management , Rajkot.
  - a) Comparative study of effectiveness of simulation verses conventional class room teaching. **Author:** Atul Gupta, Dr. Sonia Narsariya.
  - b) Need and means for organized finishing program for hotel management students. **Author:** Dr. Sonia Narsariya, Atul Gupta.

- **Presentation of Research Paper in 12<sup>th</sup> M.P. Young Scientists Congress** in 1997 organized by Madhya Pradesh council of science and technology (MAPCOST) Bhopal at Guru Ghasidas University Bilaspur from 28<sup>th</sup> Feb to 2<sup>nd</sup> March 1997. Titled “A solution towards optimization of layout of facilities in the house”. Abstract published in souvenir. **Author:** Sonia Narsariya
- **Presentation of Research Paper in Indian Science Congress** in 3<sup>rd</sup> to 8<sup>th</sup> Jan 1991 at Indore “Preferences of families towards soft drinks”. Abstract published in souvenir. *Author:* Sonia Narsariya.

- **Books or Chapters Authored**

Authored study material for second year of B.Sc. in Hospitality and Hotel Administration course being offered by Uttranchal Open University for paper Housekeeping Operations-II.

- Authored study material for 1<sup>st</sup> year of B.Sc. in Hospitality and Hotel Administration course being offered by Uttranchal Open University for paper Accommodations Operations-I.
- Contributed two chapters in the Book titled “Research Methods in Health Sciences” Edited and published by Dr. Priti V. Taneja (2011). Chapters titled:
  - a) “An Overview of Research Process” and
  - b) “ Evolution of Research Design in a Project”

### **Invitation as a Resource Person**

- **Invited as a resource person for two sessions** namely “Certification process for Environment Management in Hotels” and “Environment management in Hospitality Industry” in National level AICTE sponsored Staff Development Programme Organized by Cambridge Institute of Technology, Ranchi on 25<sup>th</sup> of Feb 09’.
- **Invited as a Resource person for two sessions** namely Development of Research Methodology and Overview of Research Process in the national Workshop on Research Methodology Organized by Department of Physiology, M.G.M. Medical College, Indore. 1<sup>st</sup> to 5<sup>th</sup> July 2008’.

- **Book Reviews Published**

- Hotel Front Office Training Manual by Suvradeep Gauranga Ghosh published by Aman Publications, New Delhi 2005 Edition ISBN- 81-8204-008-6
- Food Production by Amit Chakladar (2008). ISBN 81-7381-589-5
- Tourism in India Policy & Issues (2006).
- Organization of Housekeeping Management - by Dr. R.K Singh (2005)
- Stir-Fries and Quick Curries: Spicy and Aromatic Dishes from Asia and the Far East, Shown Step by Step in more than 300 Sizzling Photographs by Jenni Fleetwood Published by Southwater in 2007 ISBN – 18-4476-386-2
- Theory of Bakery and Confectionery by Yogambal Ashok Kumar Published by Visiga Publications, 2006.
- Tourism And Poverty Reduction –by Jonathan Mitchell and Caroline Ashleys.
- Tourism Research A 20 – 20 Vision by Douglas G. Pearce and Richard W. Bulter (2010) ISBN 9781906884109, Published by Good Fellow Publishers Limited Oxford U.K.
- Operations Management in the Travel Industry by Peter Robinson (2009) Published by CABI International ISBN 9781845935030

## **Editorial Services And Accomplishments**

- **Editor in Chief of IJOHAT**– International Journal of Hospitality and Tourism, a biannual, international, double blind peer reviewed e- journal, since August 2010’
- **Editor of JOHAR** - Journal of Hospitality Applications and Research, a biannual, double blind refereed published and online journal from Nov 2005’ to Nov 2010’.
- **Member of the Editorial Board** of JOHAR – Journal of Hospitality Applications and Research , a biannual, double blind refereed published and online journal.
- **Member of the Editorial Team and Board of Referees** of Online Journal – Enterprise Risk Management Published by Macrothink Institute Las Vegas,U.S.A.
- **Reviewer on the Review Board** of eReview of Tourism Research (eRTR) Journal published by Texas A&M University Texas.
- **Editor** of the college magazine ADVENT 1991.
- **Cover page designer** of the school magazine THE BRIDGE 1984.

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<b>MEMBERSHIPS &amp; NOMINATIONS</b>	I have been associated with some academic and social institutes since my student days.
	<ul style="list-style-type: none"><li>• <b>Life Membership</b> of Indian Science Congress Association since 1990.</li> <li>• <b>Life Membership</b> of Indian Society for Technical Education LM 70002 since 30<sup>th</sup> March 2010.</li> <li>• <b>Life Membership</b> of Home Science Association Of India since 1991.</li> <li>• <b>Founder Secretary</b> of Society of Social Welfare and Academic Advancement and Research a Registered Society.</li> <li>• <b>Founder President</b> for Society for Creations and <b>Founder Secretary</b> of Women's Development Organization. These are social organizations working for the social and economic welfare of women in Indore.</li> <li>• Have been regularly invited as a judge for many competitions organized by different educational, social, and cultural organizations and institutes.</li> <li>• Have been invited many a times to take guest lectures, demonstrations, by various organizations, institutes, clubs etc.</li> <li>• Have been invited to anchor and conduct numerous stage programs for various educational social and cultural institutes and organizations.</li></ul>

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<p><b>25<sup>th</sup> to 28<sup>th</sup> Sept. 07</b></p> <p><b>1991 onwards</b></p>	<p><b>Organizing Secretary</b> for the event conducted by HMCT, BIT to celebrate World Tourism Day. Program included National level Panel Discussion on burning issues related to Hospitality Industry &amp; Four Workshops organized on Vegetable Carving, Roasts and Grills, Kitchen Planning and Designing and Butter Sculpturing.</p> <p>Invited and addressed about ten <b>Press Conferences</b> for covering different programs.</p>
<p><b>WORKSHOPS</b></p>	<p>Various training Workshops in different fields were organized and conducted for different Institutes, Organizations and Freelancing.</p>
<p><b>2006</b></p> <p><b>1996 - 2003</b></p>	<p>Organized a <b>National Workshop on Flower Arrangement</b> for HMCT, Students this was followed by an <b>Exhibition</b>.</p> <p><b>Numerous Freelancing workshops have been organized and have trained about 3500 participants by now through following –</b></p> <ul style="list-style-type: none"> <li>• Personality Development</li> <li>• Finishing Program</li> <li>• Gift Packing</li> <li>• Calligraphy</li> <li>• Hand Writing Improvement</li> <li>• Flower Arrangement</li> <li>• Garment Making</li> <li>• Fashion ‘Concepts’</li> <li>• Phad Painting</li> <li>• Tanjore Painting</li> <li>• Fabric Painting</li> <li>• Batik Printing</li> <li>• Screen Printing</li> <li>• Block Printing</li> <li>• Candle Making</li> <li>• Ceramic Work</li> <li>• Drawing &amp; Sketching</li> </ul>
<p><b>FASHION SHOWS</b></p>	<p>While acting as the Head of the Department for Fashion Designing and Marketing, Various fashion Shows were Organized.</p>
<p><b>1995 – 1997</b></p>	<p>National level Four Fashion shows were organized for JD Institute of Fashion Technology, Institute of Professional Training for Women &amp; SCMKVM – Indore.</p>



EXHIBITIONS	Exhibitions for Garments, Artifacts, Performance of Students, Flower Arrangement, Gift Packing etc were Organized.
1988 – 1997	Various exhibitions were organized in the capacity of Coordinator and head of the Dept., Women’s Vocational Development Programs, SCMVKM, Indore; and Secretary, President – Student’s council.
STUDY TOURS	Have attended Study Tours as a student and have Organised as a Head Department of Fashion Designing and Marketing.
1994 – 1997	Have attended five study tours and have organized two study tours of 10 days duration for 60 girl students of SCMVKM.

EXTRA CURRICULAR ACTIVITIES	I have had a creative mind and varied interests. Therefore it always gave me immense pleasure to do numerous things besides academics. Art and craft and applied arts is what I excelled in.
	<ul style="list-style-type: none"> <li>• Won numerous prizes for Debates, Elocution, dramatics, loving service, flower arrangement, best of waste, mehandi application, craft and needle work, fancy dress, salad decoration, and other fine and applied arts and for scoring highest marks in various individual subjects studied.</li> <li>• Awarded 2 years Junior Diploma in Dance from Prayag Sangit Samiti Allahabad in 1977.</li> <li>• Passed 26<sup>th</sup> annual UN Information Test organized by the council for UN Information –New Delhi in 1983.</li> <li>• Passed Senior Grade General Knowledge Exam organized by Academy of Studies Bhopal in 1984.</li> <li>• Participated in a ten days resident camp of National Service Scheme organized by Govt. Girl’s P.G. College Indore in a near by Village in 1985.</li> </ul>

**INTERESTS AND  
HOBBIES**

Academics and training are my passion. I enjoy creativity in it's every application. Administration and Planning makes my cup of tea. Reading, Socializing, Traveling, and Painting give me immense pleasure.

**VALUES ADHERED  
TO**

Honesty, Systematization, Neatness, Perfection, High code of moral and conduct.