

DR. ABHILASHA CHAUHAN

Dr. Abhilasha Chauhan is an Assistant Professor (Grade-II) at **Jaypee Business School, JUIT, Waknaghat-Solan**. She holds a **Ph.D. in Management** from **Jaypee University of Information Technology (JUIT)** in the year 2017 and an **MBA in Marketing** from **Maharishi Markandeshwar University**. She has over **nine years of post-Ph.D teaching and research experience**. Before joining JUIT, she was associated with **Shoolini University, Uttarakhand University and Bahra University**.

She is actively involved in teaching and research, with research interests in **Behavioral Studies, Tourism, Sustainability and Artificial Intelligence**. She has published in reputed **International Journals** and has contributed to **international book chapters**. She has published in the **ABDC 'A'** journal *Asia Pacific Journal of Marketing and Logistics* and won the **Best Paper Award (2023)** for her work on sustainable consumption. Besides teaching and research, she has an experience in actively engaged in **accreditation and coordination activities**, serving on various **University and Department-level committees**, and has been involved in organizing **workshops, conferences, and training programmes**.



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EMPLOYMENT HISTORY:

Total 9 years of teaching experience as an Assistant Professor (Post Ph.D)

Title/Position	University/Institution	Period
Assistant Professor	Shoolini Business School, Shoolini University, Solan- Oachghat-Kumarhatti Highway, Bajhol, Himachal Pradesh 173229	1 st February, 2024 - 30 th December, 2025
Assistant Professor	Uttaranchal Institute of Management, Uttaranchal University, Dehradun, Uttarakhand, India.	16 th August, 2022 -13 th January, 2024.

Assistant Professor	Bahra University Waknaghat, Solan, Himachal Pradesh, India.	September 2016 - 5 th August, 2022.
Assistant Professor	Maharishi Markandeshwar University, Sultanpur Solan, Himachal Pradesh, India.	January 2011-June 2011.

EDUCATION:

Ph.D. (Management)

Jaypee University of Information Technology, Waknaghat, Solan H.P., India.

Title: Destination Image of Selected Tourist Destinations Measurement Analysis and Implications

MBA (Marketing)

Maharishi Markandeshwar University, Mullana-Ambala, Haryana, India in 2010.

Graduation

RKMV College Shimla Himachal Pradesh University, India in 2008.

Higher Secondary Education

Jawahar Navodaya Vidyalaya Solan

RESEARCH INTERESTS:

- Behavioral Studies
- Tourism Studies
- Digital Marketing
- Artificial Intelligence

RESEARCH PROFILE (Total Citations- 150, H-Index-5):

- 1) Google Scholar
<https://scholar.google.co.in/citations?user=CqqviSwAAAAJ&hl=en>
- 2) Research Gate
<https://www.researchgate.net/profile/Abhilasha-Chauhan>
- 3) Publons
<https://publons.com/researcher/1598499/dr-abhilasha-chauhan/>
- 4) Orcid
<https://orcid.org/0000-0002-5457-3539>
- 5) Scopus
<https://www.scopus.com/freelookup/form/author.uri>

RESEARCH PUBLICATIONS:

Journals:

- ***Chauhan, A., Floris, M., Goel, R., Singh, T., Sidana, N., Kaur, M. (2024), A Systematic Literature Review of Transformative Impacts and Drivers of Lean Manufacturing in Developing Economies, International Journal of Logistics Systems and Management***
DOI: 10.1504/IJLSM.2024.10069905 (Scopus Indexed)-In Press
- Sharma, C. and Chauhan A. (2024). A precis of Factors Affecting Online Shopping and Future Prospect, Journal of Research in Business and Management 12(1), 29-36, ISSN: 2347-3002
- Kaur A., Chauhan A., Medury Y. (2016). Destination image of Indian Tourism destinations: An evaluation using correspondence analysis. Asia Pacific Journal of Marketing and Logistics, 28 (3), 499-524. - **Scopus Indexed (ABDC-A category)**
<https://www.emerald.com/insight/content/doi/10.1108/APJML-05-2015-0074/full/html>
- Kaur A., Chauhan A., Medury Y. (2016). Destination Image: Scale Validation and Measurement Invariance Analysis. International Journal of Leisure and Tourism Marketing, 5 (1), 4-25. - Inderscience Publishers <https://www.inderscience.com/info/inarticle.php?artid=77127>
- Chauhan A., Kaur A., Medury Y. (2014). Information sources and perceived destination image: Insights from an empirical study in India. International Journal of Tourism Policy, 5 (4), 327-349. - **Scopus Indexed** <https://www.inderscienceonline.com/doi/abs/10.1504/IJTP.2014.068038>
- Sharma, T., Sehrawat, A., Chauhan, A. (2014). Domestic Tourism Destination Preferences of Indian Youth. Himalayan Journal of Contemporary Research, 3 (1), 747-753, ISSN: 2319-3174
- Chauhan A., Kaur A. & Medury Y. (2014). Evaluating Domestic Tourists' Importance for Information Sources across Selected Destinations in India. The International Journal of Business and Management, 2 (12), 141-145.
- Chauhan A., Kaur A. & Medury Y. (2015). Measuring the impact of sociodemographic variables for propensity of WOM and E-WOM: A study on selective destinations in India, International Journal of Knowledge & Research Management & E-Commerce, 5 (4), 11-29, ISSN: 2231-203X

Published Book Chapters:

- Kaur, A., Singh, T., Goel, R., & Chauhan, A. (2025). Study on the impact of remote work: Toward sustainable HRM. In *Managing for sustainability* (pp. 117–137). World Scientific–Economic Growth Centre Contemporary Series in Modern Economy. https://doi.org/10.1142/9789819807215_0006
- Misra, N., **Chauhan, A**, Siddhu, N. (2024), Blockchain Technology and Its Potential in Sustainable Finance and Investment, Book Editor(s):Ernesto D.R. Santibanez Gonzalez, Vinay Kandpal, Peterson K. Ozili, Prasenjit Chatterjee, First published: 30 September 2024 <https://doi.org/10.1002/9781394234035.ch2> (Scopus Indexed)
- Chauhan A., Kaur A. and Medury Y. (2012), “Destination image: Insights for Indian tourism in Chopra R, Ranjan J, Puri, S, Awasthy, N, Beyond Norms Strategies for Excellence, Bloomsbury Publishers 2012, 113-126, ISBN 978-93-82563-45-7.

Article in Magazine:

- Chauhan, A. (2023), “A perspective to Ponder On: Value System Change in India” The Academic Insights - Expert Talk

Conference Papers

- Chauhan A., Kaur A. and Medury Y. (2015), Tourists’ Propensity for WOM and E-WOM across Selective Destinations of India, Twelfth AIMS International Conference on Management organized by Indian Management Scholars International and Indian Institute of Management Kozhikode, in January 2-5 2015 at IIM Kozhikode, India.
- Chauhan A., Kaur A. and Medury Y. (2015), Destination Branding and Architecture: Review and Critique, Twelfth AIMS International Conference on Management organized by Indian Management Scholars International and Indian Institute of Management Kozhikode, in January 2-5, 2015 at IIM Kozhikode, India.
- Chauhan A., Kaur A. and Medury Y. (2012), “Destination image: Insights for Indian tourism”, Proceedings of 2nd International Conference on “International Conference on Facets of Business Excellence: Beyond Norms-Thinking Out of the Box”, organized by Institute of Management Technology, Ghaziabad in November 29-30 2012 at India Habitat Centre, Delhi.

Best Paper Award:

- Won Best Paper Award presented in an International Conference on Emerging Technologies and Circular Economy held on **26-27 May, 2023** at Apeejay School of Management, Dwarka in collaboration with AICTE, titled as “Essentialism as a path to sustainable consumption: Back to basics approach”.

Project Grant:

Collaborative **ICSSR** research project grant titled as “Capacity Building and Youth’s Perception of Agriculture Entrepreneurship in Himachal Pradesh” of **INR 20 Lakhs** is awarded jointly to Shoolini University and RKMV Shimla.

Role: Co-Principal Investigator

- Played a key role in drafting the proposal document and served as the Organizing Secretary for the

successful execution of the associated international conference.

- Actively involved throughout the project's lifecycle, providing continuous supervision, review, and strategic direction to research activities. **(Submitted in September, 2025)**

Organization/Participation of Seminars/Workshops/Schools:

- Worked as an organizing secretary in two-day **ICSSR** sponsored conference titled as “Capacity building and Youth’s Perception on Agricultural Entrepreneurship in Himachal Pradesh” on 25th and 26th March, 2025 at Shoolini University, Solan.
- Served as the coordinator for a five-day Faculty Development Programme (Hybrid Mode) on Research Methodology for Social Sciences from 29 July to 02 August, 2024 at Shoolini Business School, Shoolini University, Solan,
- Worked as a Co-Convener in organizing a one-week Faculty Development Programme (Hybrid Mode) on Data Analysis through Advance Excel, Power BI and Artificial Intelligence from 27 June to 03 July 2023 at Uttaranchal Institute of Management, Uttaranchal University, Dehradun, Uttarakhand, India.
- Participated in the webinar on “The Importance of Intellectual Property Rights (IPR) in Academics” conducted by IQAC cell, Himgiri Zee University Dehradun held on 17 August, 2022.
- Worked as a Co-Convener in organizing a one-week Faculty Development Programme (Online Mode) on Research Methodology and Data Analysis from 2nd -7th May, 2022 at Bahra University, Shimla Hills, Waknaghat
- Participated & worked as an organizing committee member in Faculty Development Programme – Augmentation of Effective Teaching Skills held at Bahra University, Shimla Hills, Waknaghat on 4th and 5th February 2017.
- Participated as a volunteer in a One-week workshop on “Tools and Techniques for Data Analysis in Management Research” conducted at JUIT, Waknaghat, from June 20-25, 2016.
- Participated in a One-day Workshop on “Technical Manuscript Preparation with Latex” held on November, 29, 2015 organized by Department of Electronics and Communication, JUIT, Waknaghat.
- Participated in a One-day Workshop on “Business Process Simulation” held in September 2, 2014 organized by Department of Mathematics, JUIT, Waknaghat.
- Attended a One-week workshop on “Tools and Techniques for Data Analysis in Management Research” conducted at JUIT, Waknaghat, from June 16 - 21, 2014.
- Participated in an International Conference on Empowering Women in Developing Countries through Information & Communication technologies, conducted by READ India at JUIT, Waknaghat, from 1-3 June 2013.
- Participated in a Seminar on “Human Rights: Liberty, Equality, Women, Socio-Cultural & Economic Issues” organized by JUIT, Waknaghat in November 5, 2012.
- Attended a workshop on “Tools and Techniques for Data Analysis in Management Research” conducted at JUIT, Waknaghat, from June 7 - 9, 2012.
- Attended a workshop on “Effective Teaching” conducted by IUCEE at JUIT, Waknaghat, from June 1-6, 2012.

- Attended and worked as an organizing committee member in an international conference on “Consultation and Experience Sharing on Role of Humanities and Social Sciences in Holistic Development of Future Technocrats - Looking Ahead” organized by the Dept. of H.S.S., JUIT, Waknaghat on 23-24, September 2011.
- Attended a 10-day Workshop on Service Oriented Architecture run by I.B.M from 12-04-2010 to 22-04-2010.

REVIEWER WORK FOR JOURNALS:

- Reviewed a manuscript in “The Service Industries Journal”. The Service Industries Journal is listed in the Thomson ISI Social Science Citation Index under Management.
- Reviewed a manuscript in the journal of “Current Issues in Tourism”. The Current Issues Journal has SCOPUS indexing and also listed in the Thomson ISI Social Science Citation Index under Management.
- Reviewed a manuscript in the journal titled as “Asia Pacific Journal of Marketing and Logistics” has Scopus indexing.

CONTRIBUTION TO ACADEMIC ACTIVITIES:

- Worked as an NBA criteria 1 coordinator at Shoolini Business School, Shoolini University.
- Designed new courses: Creating a Social Business, Sustainable Agriculture and Technology, Societal Impact Initiatives.
- Worked as a faculty coordinator of Shoolini Business School for Co-Curricular activities at Shoolini University.
- Worked as a research Guiding Committee member for various Ph.D scholars at Shoolini Business School at Shoolini University.
- Worked as a member of AACSB Accreditation team for handling Societal Impact Initiatives at Shoolini Business School, Shoolini University.
- Worked as a Head of Women Cell at Uttarakhand Institute of Management, Uttarakhand University, Dehradun, Uttarakhand, India.
- Worked as an active member of E-Cell at Uttarakhand Institute of Management, Uttarakhand University, Dehradun, Uttarakhand, India.
- Worked as an active member of e-learning platform at Uttarakhand Institute of Management, Uttarakhand University, Dehradun, Uttarakhand, India.
- Worked as a Ph. D Coordinator at University Level and Coordinator of Centre of Excellence for Women Studies at Bahra University.

- Worked as a member of Research and Development Cell, Bahra University, Waknaghat, Solan.
- Worked as a member of Departmental Board of Studies at Bahra University Waknaghat.
- Worked as a member of Research Degree Committee of School of Management, Bahra University, Waknaghat, Solan.
- Extended expertise services in '**Syllabus Content Feedback – Academician**' under Area Advisory Board activity for the conduct of **Board of Studies** in 03 years BBA (Tourism Management) course; Amity Institute of Travel and Tourism, Amity University, Noida.
- Designed entrance examination papers for Ph.D. candidates at Bahra University.
- Designed final/entrance examination paper for the course of Marketing Management for Ph.D./M.Phil. candidates for various universities.
- Undertaken Personality development sessions for the MBA students at Bahra University.
- Guided various MBA & BBA students for the submission of major project & training report at Bahra University.

INVITED SPEAKER/TALKS/LECTURES:

- Been a resource person in two-day state level workshop for Self Help Groups and Entrepreneurs organised by HPSLRM and CII at HIPA on 23rd and 24th August, 2024.
- Delivered a session on “Innovative Teaching and Learning” to the faculty members on 27th April, 2024 at Sacred Heart Convent School, Shimla.
- Delivered a session on “Innovative Teaching and Learning” to the school faculty from various schools of Punjab on 28th May, 2024 at Shoolini University, Solan.
- Delivered a lecture on “**How to inculcate value system among students and its relevance as per Accreditation Process**”. Resource Person in Three Days Workshop on NAAC Assessment and Accreditation Framework: Preparation and Training (19-21, April 2023) conducted by IQAC Cell, Himgiri Zee University, Dehradun, Uttarakhand, India.
- Delivered a lecture on “**Team building**” as a Resource Person in an Online Refresher course on Research Management from 8 - 28 April, 2021 conducted by **AAREM, CCS HAU, Hisar, India**.
- Delivered an online lecture on “**Service Marketing**” for MTTM as a part of Leisure and Recreation Tourism Marketing course at Amity Institute of Travel and Tourism, **Amity University Noida**.
- Delivered a lecture on “**Class Room Management and Effective Teaching**” as a Resource Person organized by IQAC Cell Bahra University, Waknaghat, Himachal Pradesh, under the Capacity Building Series-2.
- Delivered an online lecture on “**Employability Skills**” as a Resource Person organized by Boys School Solan, Himachal Pradesh.

CERTIFICATIONS:

- Reviewer Certification for the year 2024 received from Taylor & Francis group for reviewing research papers in the journal ***Current Issues in Tourism***.
- Reviewer Certification for the year 2023 received from Taylor & Francis group for reviewing research papers in the journal ***Current Issues in Tourism***.
- Received a certification for a short-term course in Digital Marketing from Jupiter Vidya Institute (Bangalore).
- Certified from I.B.M. for Service Oriented Architecture course.
- Received the participation certificate from NAF (National Adventure Foundation) camp.

TEACHING:

- Marketing Management
- Societal Impact Initiatives
- Consumer Behaviour
- Services Marketing
- E-Marketing
- Entrepreneurship
- International Marketing
- Business Environment
- E-Commerce and Business Strategy
- Presentation and Communication Skills

COMPUTER LITERACY & OTHER SOFTWARES

- MS Word, Excel & SPSS

OTHER ACADEMIC EXPERTISE AREAS

- Academic Event Management
- NAAC
- NBA
- AACSB

PERSONAL PROFILE

- Date of Birth: 8th August 1987

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| • Gender: Female |
| • Marital Status: Married |
| • Language Proficiency: English, Hindi |