

Professional Profile

Name: Dr. POOJA VYAS

Designation: Professor

Department: Institute of Management Studies & Research (IMSAR),
Maharshi Dayanand University, Rohtak, Haryana- 124001

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ORCID ID:

GOOGLE SCHOLAR ID: <https://scholar.google.com/citations?user=DHZy52kAAAAJ&hl=en>



1. Academic Details

Qualifications	Experience			Ares of Specialization
	Teaching	Industry	Total	
Qualifications: - Master of Business Administration (Finance & Marketing), MDU, Rohtak- 2006 - UGC- NET/ JRF in Management- June, 2013 - M.Phil. (Management), Chaudhary Devi Lal University, Sirsa, 2008 - Doctorate of Philosophy (Management) (MDU)- 2017	Approx. 18 Years	---	Approx. 18 Years	Finance & Marketing

2. Employment Details

Name of Employer/ Institution	Designation of the Post held	Duration of appointment	
		From	To
Baba Mast Nath University, Rohtak	Lecturer/ Reader	2007	2014
Maturam Institute of Management, Rohtak	Guest Faculty	2017	2018
Indira Gandhi University, Meerpur, Rewari	Assistant Professor	Jun 2018	May 2021
Maharshi Dayanand University, Rohtak	Assistant Professor (Deputation)	Jun 2021	Aug 2024
Bhagat Phool Singh Mahila Vishwvidyalaya, Khanpur	Associate Professor	Aug 2024	Jan 2026

Kalan, Sonipat			
Maharshi Dayanand University, Rohtak	Professor	Jan 2026	Till Date

3. Research Guidance

Number of Ph.D. Awarded: 03

Number of Ph.D. Registered: 01

4. Publication of Papers/ Articles

Total Paper Published in Journals: 34

Total Chapters in Books: 13

5. Publication of Books

Total Books Published: 03

6. Seminars/ Conferences/ Workshops Attended

Seminars- Conferences Attended/ Paper Presented: 50

Workshops Attended: 05

7. Staff Development Programme/ Faculty Development Programme Attended

Staff Development Programme/ Faculty Development Programme Attended: 02

8. Invited Lectures/ Session Chair or Presentations for Conferences

Invited Lectures/ Session Chair or Presentations for Conferences: 06

9. Extension Lectures Delivered

Extension Lectures Delivered: 03

10. Awards/ Recognitions

S.No.	Name	Awards/ Recognition
1	Baba Mast Nath University, Rohtak	Best Teacher Award (2012)
2		

12. Personal Particulars

Father	: Sh. Sita Ram Vyas
Languages Known	: English and Hindi
Gender	: Female
Marital Status	: Married

14. Brief about Faculty Member

Dr. Pooja Vyas currently serves as a Professor at the Institute of Management Studies and Research (IMSAR) at Maharshi Dayanand University, Rohtak. Dr. Vyas brings more than 17 years of distinguished experience across teaching, research, and university administration. She holds a Ph.D. in Management from Maharshi Dayanand University, where her doctoral work examined risk management and price discovery in India's metal futures market. She is also UGC JRF and NET qualified and holds an M.Phil. and an MBA in Finance and Marketing.

Her career spans several reputed institutions, including MDU Rohtak, BPS Mahila Vishwavidyalaya, Sonipat and Indira Gandhi University, Meerpur, where she served as Chairperson, In-Charge of the Department of Management.

As a scholar, Dr. Vyas has an impressive record: over 34 research papers in Scopus, Web of Science, and UGC CARE listed journals, three authored books, and more than 14 book chapters. Her recent work explores consumer behaviour, electric vehicle adoption, corporate social responsibility, and sustainability. She has also guided four Ph.D. scholars, three of whom have already been awarded their degrees.

Beyond research, she has held wide-ranging administrative roles, contributing to NAAC and IQAC processes, placement, youth welfare, and academic coordination, and she is a frequent invited speaker at national and international conferences.

What stands out most is her genuine passion for teaching and for shaping young lives, a commitment she describes as a truly noble profession.

30.06.2026

(Prof. Pooja Vyas)

Rohtak