
DR RUPALI MADAN

EXPERIENCE

Total Experience 20 years

Presently working in J C Bose University Science and Technology, YMCA Faridabad as Assistant Prof. in Dept of Management Studies since 19th Sept 08.

Worked in Lingaya's Institute of Mgmt & Technology, Faridabad as lecturer in M.B.A. dept. from 3rd July 07 to 19th Sept 08.

Worked as lecturer in MBA dept in N.C. College of Engg, Israna (Panipat) from 1st Aug 2006 to 30th June 2007.

PROFESSION QUALIFICATIONS:

Ph.D. from J C Bose University Science and Technology, YMCA Faridabad

M.Phil from CDLU Sirsa

NET (UGC)

MBA from Haryana Business School Hisar

B.Tech (ECE) from Kurukshetra University

SPECIALIZATION

Marketing

SUBJECTS TAUGHT

Customer Relationship Management

Product and Brand Management

Marketing Management

Entrepreneurship Development

Business Research Methods

RESEARCH AND PUBLICATION

Publications in Journals 23

International Conferences 13

National Conferences 15

National Seminars 2

Books Authored 3

Book Chapters 14

Patent 3

LIST OF PUBLICATIONS

Publications in Journals

1. Rupali Madan, Rohini Sagar Batra, Ashumani Bhatia, "Marketing Strategies to Wither Slowdown with reference to ICICI prudential", RMS Journal of Management & IT (Sept. 2009) (Vol. 1, No.1), pp 61-65.
2. Rupali Madan, Dr. Rachna Agrawal, Dr. Mitu G Matta, "Service Quality in Banking Sector with special reference to Haryana" in International Journal of Business Economics & Management Research, Zenith Vol.2, No. 11, pp. 155-165 Nov. 2012, ISSN No. 2231-5780.
3. Dr. Rachna Agrawal, Dr. Mitu G Matta, Rupali Madan, "Relationship Marketing in Indian Banking Sector: A Review" in ZIJBEMR Vol. 4, No. 6, No. 181-188 June 2014, ISSN No. 2249--8826.
4. Rupali Madan, Dr. Rachna Agrawal, Dr. Mitu G Matta, "Relationship Marketing Strategies in Banking Sector: A Review " in IJBMR Vol. 4, No.4, pp. 1-10 Nov. 2015, ISSN No. 2201-4179.
5. Madan, R., Agrawal, R., & Matta, M. G. (2017). A Study of Relationship Marketing Strategies in Public and Private Banks with special reference to NCR. Asian Journal of Management, 8(3), 384-388.
6. Madan, R., Agrawal, R., & Matta, M. G. (2018). A Study of Comparison of Private and Public Sector Banks Regarding Various Aspects of Relationship Marketing. International Journal on Customer Relations, 6(1), 65.
7. Dr. Rupali Madan, Dr. Rachna Agrawal, "A Study of Effects of Relationship Marketing Strategies on Customer Satisfaction: Public and Private Sector Banks in India", Pacific Business Review International, Volume 12 issue 11 May 2020, pp 92-101 (indexed with Web of Science, ESCI).
8. Tanuja Garg & Dr. Rupali Madan (2022) Customer Relationship Management: an academic literature review" Published in: 2022 of Sambodhi Indological Research Journal of L.D.I.I with Vol-45-No.01 (I) ISSN: 2249-6661 Impact Factor 5.80

9. Dr. Rupali Madan, Shubhangini Ruhela, "Customer Relationship Management Strategies of top telecom companies in India: A review", Rabindra Bharti Journal of Philosophy, Vol XXIV, no 10, 2023, ISSN No. 0973-0087, pp 110-115.
10. Garg, T., & Madan, R., "An Academic literature review on Customer Relationship Management Practices and Knowledge Management impacting customer's purchase intentions", Journal of Management and Entrepreneurship, Vol. 17, No.3, July-Sep 2023, ISSN: 2229-5348, pp 1606-1617.
11. Garg, T., & Madan, R. (2024). A Bibliographic Review to Identify Trend Topics and Sustainability of Customer Relationship Management Strategies. Journal of Relationship Marketing, 23(4), 305-325 Print ISSN: 1533-2667 Online ISSN: 1533-2675. Published on 22nd Feb 2024.
DOI: <https://doi.org/10.1080/15332667.2024.2307107>.
12. Sanju Rawat, Dr Rupali Madan, Dr Jyotsana Chawla (Apr 2024), "A Bibliometric Mapping of Green Consumption Research Trend for A timeframe of 1993 to 2024", Rabindra Bharti University: Journal of Economics, ISSN: 0975-802X, Vol. 17, No 4, pp 52-65. (Print Journal)
13. Sanju Rawat, Dr Rupali Madan, Dr Jyotsana Chawla (2024), "Navigating Corporate Social Responsibility in Tourism: A Bibliometric Exploration", International Journal for Multidisciplinary Research, Vol.6, No. 4, pp 1-14 E ISSN no 2582-2160.
<https://doi.org/10.36948/ijfmr.2024.v06i04.24946>. (published in July-Aug 2024).
14. Dr G. Saravana Kumar, Ahmed Anisha Fathima, Raju, Dr Rupali Madan, Tanuja Garg, Dr Vandna Munjal (Nov 2024), "Integrating AI with CRM Systems: Enhancing Customer Relationship Management Through Intelligent Automation", Journal of Informatics Education and Research, Vol 4, No 3, pp 3856-3862. ISSN: 1526-4726
<https://doi.org/10.52783/jier.v4i3.1768> (listed in ABDC in category C)
<https://jier.org/index.php/journal/article/view/1768>.
15. Mukherjee, T. Madan, R. (2024), "Psychographic Behavioural Background of Watching Hindi Web-Series on Over-The-Top Platforms", Don Bosco Institute of Technology Delhi Journal of Research, Volume-1, Issue-2 (July – Dec 2024)
DOI: <https://doi.org/10.48165/dbitdj.2024.1.02.03>
16. Ruhela S., Madan R. (Jan-July 2025). Modern and Traditional Methods of Consumer Behavior. S.B. Journal of Commerce and Management, 1(1), 30-41.
<https://bpaspublications.com/commerce-and-management/#>
17. Ruhela S., Madan R. (Apr 2025). The Impact of Social Networking in post COVID Era. Jagannath University Research Journal (JURJ). 6(1), 145-154. ISSN: 2582-6263.
<https://jurj.jagannathuniversity.org/published-volumes/volume-11?shem=rimspswouoe>,
18. Shubhangini Ruhela, Dr Rupali Madan (July 2025), "A Comparative Study of Traditional and Modern Marketing with a Special Focus on Social Media Marketing and Fraud Prevention" in Jagannath University Journal of Research and Review (JUJRR), Volume No. 01, Issue No. 02, pp 166-171. ISSN: 3049-1290.
19. Ruhela S., Madan R. (Dec 2025) Students' engagements through Brand Promotion activities on social media by higher academic institutions. Journal of Applied Bioanalysis 11(3) 1008-1020. ISSN no 2405-710X (scopus indexed) (Q4)
<http://doi.org/10.53555/jab.v11i3.1323>
20. Mukherjee, T. Madan, R. (Dec 2025). Different OTT Platforms Viewing: Examining the Relationship Between Different Demographic Segments, Viewing Intentions, Factors and Attributes of OTT Platforms. Advances in Consumer Research, 2(6) 2278-2289. ISSN no. 0098-9258.
<https://acr-journal.com/article/different-ott-platforms-viewing-examining-the-relationship-between-different-demographic-segments-viewing-intentions-factors-and-attributes-of-ott-platforms-2291/>
21. Garg, T., & Madan, R. (Mar 2026). Customer Relationship Management (CRM) using Machine Learning - An Overview. Journal of Emerging Trends and Novel Research 4(3) a570-a577. ISSN no. 2984-9276.
22. Sanju Rawat, Dr Rupali Madan, Dr Jyotsana Chawla, "The Tides of Social Marketing: A Bibliometric study tracing 52 years of research evolution" in International Journal of Indian Culture and Business Management (Accepted) (indexed in web of science and ESCI) (impact factor 0.7)
DOI: <https://doi.org/10.1504/IJICBM.2025.10071928>
23. Sanju Rawat, Dr Rupali Madan, Dr Jyotsana Chawla, "A Fuzzy ISM and MICMAC based investigation of Green Skepticism: Mapping the barriers to Green Product Adoption" in International Journal of Business Innovation and Research (accepted) (scopus indexed)
DOI: <https://doi.org/10.1504/IJBIR.2025.10071245>

Book Chapters

1. Dr Rupali Madan, "Critical Analysis of Small-Scale Entrepreneurs in India" in E-Book Business Strategy in VUCA World, pp. 121-132. ISBN no. 978-93-89657-93-7 (Dec 2020).
2. Ekta Verma, Dr Rupali Madan, "Impact of Stress on Performance of management students" in Embracing Change in Business Management & Social Sciences, pp. 1-8. ISBN no. 978-93-90863-23-5. (May 2021).

3. Tanuja Garg, Dr Rupali Madan, "Impact of COVID on Children's Education" in Embracing Change in Business Management & Social Sciences, pp. 9-12. ISBN no. 978-93-90863-23-5. (May 2021).
4. Tilakdev Mukherjee, Dr Rupali Madan, "Study on the Factors Influencing the Adoption of Over-the-Top platforms amongst college students" in Embracing Change in Business Management & Social Sciences, pp. 30-36. ISBN no. 978-93-90863-23-5. (May 2021)
5. Ekta Verma, Dr Rupali Madan, "A Study on Perception of Customers on Effectiveness of Digital Banking during COVID-19 period" in Fusion of Research Thoughts, pp. 79-84. ISBN no. 978-93-5473-562-2. (July 2021).
6. Tanuja Garg, Dr Rupali Madan, "Effect of COVID-19 on Kids' Education and their mental status" in Education: Young India Challenges and Development, pp. 146. ISBN no. 978-81-942419-8-0 (Sept 2021).
7. Shubhangini Ruhela, Dr Rupali Madan, "Impact on College Student Education-During and Beyond Pandemic Crises" in Education: Young India Challenges and Development, pp. 54. ISBN no. 978-81-942419-8-0 (Sept 2021).
8. Shubhangini Ruhela and Dr. Rupali Madan, "A Study on Perception of Users of e-Learning" in Recent Trends in Multidisciplinary Subjects, pages 9-18, 978-91-89764-78-1, (Jan 2022) Red Shine Publication.
9. Yukta Saini, Jyotsana Chawla, Rupali Madan, "Role of Social Entrepreneurial Ventures in Economic and Social Development: A Review" in Contemporary Issues in Business and Economics, Vol. 1, pp. 223-234. ISBN no. 978-1-387-73422-1 (Aug 2022), Red Shine Publication.
10. Achint Kaur, Rupali Madan, Jyotsana Chawla, "Design Thinking and Entrepreneurship: A Review in Context of the Business Environment" in Contemporary Issues in Business and Economics, Vol. 1, pp. 235-247. ISBN no. 978-1-387-73422-1 (Aug 2022), Red Shine Publication.
11. Srijna Verma, Prateek Gaur, Rupali Madan, and Vijay Kumar, "Study on startups functioning in Industry 4.0 context", Principles of Entrepreneurship in the Industry 4.0 Era, pp 139-152, ISBN numbers: 978-1-032-18386-2 (hbk), ISBN number 978-1-032-18386-1 (pbk), and 978-1-003-2 (hbk) CRC Press, Taylor and Francis Group, Scopus Aug 2022.
12. Tilakdev Mukherjee, Dr. Rupali Madan, and Mr. Sandipan Deb, "Prospects of tourism as a developing sector for research in the northeast Indian state of Tripura", Multidisciplinary Recent Trends in Research, Vol 1 pp 116-121, (June 2023) ISBN of 978-91-89764-12-5, Red Shine Publication.
13. Rupali Madan, "Women Empowerment and Entrepreneurship in Rural India: A Way to sustainability" in Entrepreneurship and Sustainable Development in Rural India, pp. 47-52, 2023, ISBN 978-81-19674-12-1, National Press Associates Sept 2023.
14. Sanju Rawat, Dr Rupali Madan, Dr Jyotsana Chawla, "The National Education Policy 2020: The Need of Times" in Redefining Learning: Navigating the Landscape of National Education Policy 2020, pp 121-129, (Mar 2024) ISBN 978-93-6252-533-8, Selfpage Developer Pvt Ltd. (marks 1.5)

Publication in Proceedings

1. Mukherjee, T. Madan, R. 2024, A Bibliometric Analysis on Over-The-Top Media Platforms, ICSSR Sponsored International Conference, Youth Empowerment Through Skill Acquisition (YETSA): Opportunities and Challenges for Viksit Bharat, Don Bosco Institute of Technology, Delhi, ISBN: 978-93-340-8248-2

EVENTS ORGANIZED

S.no	Year	Name	Location/venue	Period	Position Held	Funded By
1	2014	Soft Skills and Personality Development	YMCAUST	15 th July to 21 st July 2014	Member of Organizing Committee	
2	2014	Applications of MATLAB and SPSS in Research	YMCAUST	22 nd July to 28 th July 2014	Member of Organizing Committee	
3	2015	An Insight of MATLAB in research	YMCAUST	19 th Jan to 23 rd Jan 2015	Coordinator	
4	2015	AICTE sponsored Emerging Behavioural Aspects of Technical Education	YMCAUST	1 st May to 14 th May 2015	Member of Organizing Committee	AICTE
5	2015	International	YMCAUST	9 th -10 th	Organizing	

		Conference on Paradigm Shift in Management and Technology		April 2015	Secretary	
6	2016	National Conference (RSTMI)	YMCAUST	5th March to 7 th March 2016	Member of Organizing Committee	
7	2017	My Vision- Corruption Free India	YMCAUST	2 nd Nov 2017	Co-ordinator	
8	2018	Industrial Visit	JTEKT India Ltd, Gurugram	15 th Sept 2018	Coordinator	
9	2020	Advanced Research Methods	JCBUST	8 th June to 12 th June	Co-ordinator	University
10	2020	Expert lecture under Corporate Classroom	JCBUST	17 th Sept 2020	Co-ordinator	
11	2021	Live Interaction with Prof. Varsha Jain	JCBUST	4 th Feb 2021	Coordinator	University
12	2021	Value added Course on “Start-up Strategies”	JCBUST	Feb to Jun 2021	Coordinator	
13	2021	Voyages “Inspiring journey of Our Alumni”	JCBUST	2 nd March and 12 th March 2021	Coordinator	
14	2021	AICTE Sponsored One week FDP on NEW DIMENSIONS IN RESEARCH SUPPORT SERVICES: A CONTEMPORARY LIBRARY PERSPECTIVE	JCBUST	15 th March to 20 th March 2021	Member of Organising Committee	AICTE
15	2021	Expert lecture under Corporate Classroom	JCBUST	25 th Nov 2021	Co-ordinator	University
16	2022	Group Discussion (National Environment Youth Parliament)	JCBUST	12 th Jan 2022	Member of Organising Committee	University
17	2022	AICTE Sponsored One week STTP on RESEARCH EXCELLENCE AND ACADEMIC DEVELOPMENT : MODERN LIBRARY PRACTICES IN PRESENT SCENARIO	JCBUST	28 th Feb to 5 th March 2022	Member of Organising Committee	AICTE

18	2023	Alumni Meet	JCBUST	8 th April 2023	Coordinator	University
19	2023	VAC on Integrated Brand Promotion	JCBUST	Feb to May 2023	Coordinator	University
20	2024	MDP on Finance for no financial professionals	JCBUST	9 th April 2024	Coordinator	University
21	2024	Expert lecture on Startups	JCBUST	10 th April 2024	Coordinator	University
22	2025	Seminar on The Future in HR	JCBUST	20 th Feb 2024	Coordinator	University
23	2025	Expert Lecture On "Aligning Academic Goals with Viksit Bharat 2047" By Alumnus Mr Vijay Naresh Jatwani	JCBUST	1 st Aug 2025	Coordinator	University
24	2026	Management Development program on Administrative Efficiency in Higher Education Institutions	JCBUST	12 th May to 13 th May 2026	Member of Organising Committee	University

SOCIAL WORK

Member of Matrabhumi Sewa Sanstha