

Dr. Kamini Bhasin

Assistant Professor(SG)

Education: M.A. (English), M.Phil. (English), Ph.D. (English), MBA (HR)

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Contact No. : Ex- 195

Areas of Interest: Communication Skills, Personality Development, Soft Skills, Indian writing in English Literature, Employer branding, Employee Engagement, Social media marketing.

Brief Profile:

Dr. Kamini bhasin is an academician and her academic qualification includes M.A., M.Phil., Ph.D (English Language & Literature) & MBA (HR). She has more than 16 yrs of rich academic, research and administrative experience. She has also done B.Ed. and PGDCA with distinction. She has a keen interest in Indian writings in English literature, Employer branding, Employee Engagement and Social media marketing.

She believes in conscious teaching and practices effective management techniques such as interpersonal skills, motivation, constructive feedback etc. and strives to enhance students' competence. She has published various articles and research papers in Scopus indexed journals and participated at a number of workshops, seminars and conferences. She has been a member of editorial board in many journals of national repute. She is aspiring in the field of developing communication skills of students with the help of language lab.

Ph.D. Completed:

Scholar Name: Ms. Tamanna Agarwal

Er. No. : 1931003

Research Topic: Employer Branding and Employee Engagement

Publication@JUET

[Publication details google profile link](#)

1. Agarwal, T., Arya, S., & Bhasin, K. (2022). Evaluating the Impact of Coronavirus Disease-2019 Pandemic on Employer Branding, Employee Engagement and Employee Performance: A Moderation Study of Indian Information Technology Firms. *Global Business Review*, 0(0). <https://doi.org/10.1177/09721509221119014> (Scopus indexed)

2. Shukla, A. and Bhasin, K. (2022) "Social media usage in higher education: Role in marketing and communication during COVID-19", *Transnational Marketing Journal*. London, UK, 10(1), pp. 87–101. doi: 10.33182/tmj.v10i1.1807,ISSN NO. 2041-4684. (Scopus indexed) <https://journals.tplondon.com/tmj/article/view/1807>

3. Dr. Kamini Bhasin, T. A. D. S. A. (2021). 'Examining How Employer Brand Perceptions Differ for Potential and Existing Employees in the Indian IT Sector: A Longitudinal Study', *Journal of Information and Knowledge Management* (World Scientific Publishers, SCOPUS, ABDC). ISSN (print): 0219-6492 | ISSN (online): 1793-6926, Vol: 21 (1) (Scopus indexed) <https://doi.org/10.1142/S0219649222500058>

4. Dr. Kamini Bhasin, T. A. D. S. A. (2021). 'The Evolution of Internal Employer Branding and Employee Engagement: The Temporal Role of Internal Social Media Usage', Journal of Information and Knowledge Management (World Scientific Publishers, SCOPUS, ABDC). ISSN (print): 0219-6492 | ISSN (online): 1793-6926, Vol: 20(1) <https://worldscientific.com/doi/abs/10.1142/S021964922150012X> (Scopus indexed)

5. Agarwal, Tamanna, Sandeep Arya, and Kamini Bhasin. "Employer Branding and Its Impact on Employee Engagement: A Literature Review" .International Journal of Advanced Science and Technology, Vol. 29, no. 4s, Mar. 2020, pp. 1438 -46,

6. Dr. Kamini Bhasin(2020). The Relationship between Communication and Culture: Role of Culture in Verbal and Non-Verbal Communication, JUET Research Journal of Science & Technology, Volume 6 Special Issue 2020, 07-10. ISSN Number: 2321-6026 <http://www.publishingindia.com/juet/112/the-relationship-between-communication-and-culture-role-of-culture-in-verbal-and-non-verbal-communication/20928/26360/>

7. Rachna Chaturvedi and Kamini Bhasin, "Effective Communication and Its Impact on job satisfaction: A Study of Indian Universities" , H.R. Journal of Management, VOL-9, NO.1&2/April 2016-July 2017, ISSN No. 0974-7737.

8. Kamini Bhasin, "Amitav Ghosh's The Hungry Tide: Intoning silence", Indian journal of applied research, Index with international ISSN Dictionary, Paris, Vol-3, Issue: 8, pp.27-29, 2013, ISSN No.-2249-555X, Impact factor: 0.8215.

9. Kamini Bhasin, "Amitav Ghosh: A pioneer writer with intellectual influences, Concepts and theories and art of writing", International journal of society and humanities, Vol-1, Number 2, pp.13-17, 2013, ISSN No.-2319-2070.

10. Kamini Bhasin, "Learning English as a Second Language &Role of Digital Language Lab" International journal of scientific research, Vol-3, Issue: 4, April 2014, ISSN No: 2277 - 8179