



## **Dr. Asha Binu Raj**

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National Institute of Bank Management (NIBM),  
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### **Areas of Interest**

Human Resource Management  
Organizational Behaviour  
Employer Branding and Internal Branding  
Leadership and Change Management  
Talent Acquisition and Employee engagement  
Corporate Governance  
Employee Well-being

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### **Education**

**Ph.D.** (University of Hyderabad, Telangana, India, 2014). Thesis/Research Topic: Employee perceptions of internal branding in organizations: A study of select services sector.

**MBA** (Faculty of Management Studies, Rani Durgavati Vishwavidyalaya, Jabalpur, India, 2000).  
Specialization: HRM, Marketing

**B.Sc.** (Govt. Science College, Rani Durgavati Vishwavidyalaya, Jabalpur, India, 1998)

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## Employment

- **National Institute of Bank Management (NIBM), Pune, India (August 2024 - present)**  
**Associate Professor – HRM**
  - ICFAI Business School (IBS), Hyderabad, IFHE, India (March 2017 - August 2024)  
*Senior Assistant Professor - HRM*  
*Coordinator- Student Activities - UG Programs (IBS)*
  - Kasturba Gandhi Degree and PG College for Women, Hyd (Nov 2013 - March 2017)  
*Associate Professor - HRM*
  - ICFAI University, Hyderabad, India (June 2016 - March 2017)  
*Adjunct Faculty, HRM (ICFAI Academic Wing)*
  - ASMA Institute of Management, Pune, India (Jan 2009 - April 2011)  
*Assistant Professor - HRM*
  - Prima HRM Services Pvt. Ltd., Hyderabad, India (May 2011 – Oct 2013)  
*Designation: Principal Consultant (HR)*
  - Compqsoft Inc., Hyderabad, India. (Apr 2004 - Dec 2008)  
*Designation: Talent Acquisition Manager*
  - A.P.I Data Communications (P)Ltd. Hyderabad, India (Oct 2002 - March 2004)  
*Designation: HR Executive*
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## Best Research Paper Awards

- Best Paper Award in the “SIMS 10<sup>th</sup> Annual International Research Conference” organized by Symbiosis Institute of Management Studies, Pune, India (December 2019).
  - Best Paper Award in the “International Conference on Business Competitiveness: Perspectives and Challenges” organized by Siva Sivani Institute of Management, Hyderabad in Association with Herzing University, USA; Skyline University, Sharjah; Bristol University of West of England, UK; and University of Highlands and Islands, Scotland (February 2015).
  - Best Paper Award in “The Third Annual International Conference on Global Business (ICGB 2011)”, organized by Global Strategic Management Institute (GSMI), Michigan, USA (March, 2011).
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## Research Publications

1. Nityanand Tripathi, Asha Binu Raj and Naseem Ahamed. (April 2024). Debt financing firm performance and agency costs during Covid-19 pandemic: An empirical study. *The IUP Journal of Corporate Governance*. Vol 23 No 2, pp. 5-41 **(ABDC-C)**
2. Nityanand Tripathi, Naseem Ahamed & Asha Binu Raj (April, 2024). Impact of Covid-19 on Indian economy and financial market, *IUP Journal of Applied Economics*. Vol 26 No 2 pp 76-88. **(ABDC-C)**
3. Shawkat Hammoudeh, Nitya Nand Tripathi, Asha Binu Raj, Aviral Kumar Tiwari (July 2024), “Oil Price Volatility and Changes in Corporate Debt: An Empirical Study in the Indian Landscape”, *North American Journal of Economics and Finance*. Vol 73, 2024, 102187, <https://doi.org/10.1016/j.najef.2024.102187>. **(ABDC-B & SCOPUS)**

4. Asha Binu Raj, A. K. Subramani, & N. Akbar Jan (Jan, 2024). Faculty engagement, quality of work-life, organizational commitment and spiritual leadership – examining the mediation and moderation effects, *Industrial and Commercial Training*. Vol. 56 No. 1, pp. 41-52. <https://doi.org/10.1108/ICT-03-2023-0018> (**SCOPUS, Web of Science**)
5. Asha Binu Raj, Ambreesh, P., Tripathi, N.N. & Ambreesh Kumar, A. (Oct, 2023), “Workplace spirituality and job satisfaction among teachers: influence of well-being and spiritual leadership”, *International Journal of Educational Management*, Vol. 37 No. 6/7, pp. 1303-1322. <https://doi.org/10.1108/IJEM-03-2023-0110> (**ABDC-B & SCOPUS, Web of science**)
6. Case study on ‘Employee Engagement: The Cornerstone of Employer Branding at Reliance Jio’ (Dec, 2022) published by Twentieth AIMS International Conference on Management. Pp-201-204
7. Asha Binu Raj, Kumar, P.A. & Tripathi, N. (Oct, 2023) “Psychological well-being, resilience, stress and demographic factors: a study among undergraduate students during online mode of education in India”, *International Journal of Knowledge and Learning*, Vol. 16, No. 4, pp.449–466. <https://doi.org/10.1504/IJKL.2023.134104> (**ABDC-C & SCOPUS, Web of Science**)
8. Asha Binu Raj, N. Akbar Jan & A. K. Subramani (July 2022). “Building corporate reputation through corporate social responsibility: the mediation role of employer branding”, *International Journal of Social Economics*. Vol. 49 No 12, pp. 1770-1786. <https://doi.org/10.1108/IJSE-09-2021-0541> (**ABDC-B, SCOPUS, Web of Science**)
9. Tripathi, N. N., Asha Binu Raj & Tiwari, A. K. (March, 2022). “Do employees' salaries and board of director's remuneration impact gold demand?: An empirical study”, *Resources Policy*, 75, 102542. <https://doi.org/10.1016/j.resourpol.2021.102542> (**ABDC-B, SCOPUS, Web of Science**)
10. N. Akbar Jan, Asha Binu Raj & A.K. Subramani (May 2022). “Does smartphone affect work-life balance, stress and satisfaction among teachers during online education?”, *International Journal of Management in Education*. Vol. 16, No. 4, May 2022, pp. 438 – 462. <https://doi.org/10.1504/IJMIE.2022.123835> (**SCOPUS**)
11. Tripathi NN; Asha Binu Raj, Syamala, S. R; Tiwari A K, (Jan, 2022). “Does Corporate Governance Play a Dynamic Role in Mitigating Opportunistic Transactions: Evidence from India” *International Journal of Economic Policy in Emerging Economies*. Vol 1 (1):1. <https://doi.org/10.1504/IJEPEE.2022.10044140> (**ABDC-C & SCOPUS**)
12. Tripathi, N. N., Asha Binu Raj & Sireesha, P. B. (Feb, 2022). “Do business group firms use related party transactions efficiently? An empirical study”. *Macroeconomics and Finance in Emerging Market Economies*, 1-23. <https://doi.org/10.1080/17520843.2022.2033442>. (**ABDC-C & SCOPUS**)
13. Asha Binu Raj (2021), “Internal branding, employees' brand commitment and moderation role of transformational leadership: an empirical study in Indian telecommunication context”, *Asia-Pacific Journal of Business Administration*, Vol. 14 No. 3, pp. 285-308. <https://doi.org/10.1108/APJBA-04-2021-0175> (**ABDC-C, SCOPUS, Web of Science**)
14. N Akbar Jan, Asha Binu Raj and A K Subramani (Dec 2021). “Understanding Organizational Climate in Hospitals during Covid-19 Pandemic: An Analytical Hierarchy Process Approach”, *Indian Journal of Economics & Business*, Vol. 20 No. 3. (**SCOPUS**)
15. Asha Binu Raj, N Akbar Jan and A K Subramani (Dec 2021) “The impact of e-learning framework on student’s learning in technical education in India, *The IUP Journal of Organizational Behavior*, Vol. 2 20, No. 4. (**UGC Care**).

16. N Akbar Jan, Asha Binu Raj, A K Subramani and Ashok Kumar Goute (Dec 2021) "Perceived academic stress, quality of campus life and stress management among students: an empirical study conducted in business schools in India", *The IUP Journal of Organizational Behavior*, Vol. 2 20, No. 4. **(UGC Care)**
17. Asha Binu Raj (Sept 2020). "Impact of employee value proposition on employees' intention to stay: moderating role of psychological contract and social identity", *South Asian Journal of Business Studies*, Vol. 10 No. 2, pp. 203-226. <https://doi.org/10.1108/SAJBS-10-2019-0183>. **(ABDC-C, SCOPUS, Web of Science)**
18. Asha Binu Raj (March 2020). "Impact of Internal Branding on Employee Engagement: An Empirical Study Conducted among Medical Staff's Brand Supporting Behaviour in Indian Hospitals". *Indian Journal of Public Health Research & Development*, Vol. 11(03), 942-947. **(SCOPUS)**
19. Asha Binu Raj (July 2018). "Employee Well-being through Internal Branding: An Integrated Approach for Achieving Employee-based Brand Outcomes", *Global Business Review*. 21(3), 1-22 <https://doi.org/10.1177/0972150918779161>. **(ABDC-C & SCOPUS)**
20. Asha Binu Raj (2017). Impact of quality of work life on employee engagement: A social exchange perspective, Proceedings of the International Conference on Women Entrepreneurship, Management, E- Commerce, Global Economy & Social Sciences, ISBN: 978-93-86435-20-0
21. Asha Binu Raj (2017). Internal Branding initiatives and Challenges in Organizations – An Investigation of Employer's Perspective, Proceedings of 4<sup>th</sup> International Conference on Human Resource Management, ISBN: 978-93-5288-713-2.
22. Asha Binu Raj (2016). Building an Internal Brand through Value based Management Practices in Indian Organizations, *Business Sciences International Research Journal*. ISSN: 2321-3191, ISBN: 978-93-84124-68-7, Vol 4, Issue 1, Confluence 2016 (ICMBE)
23. Asha Binu Raj (2015). Antecedents and Consequences of Internal Branding in Indian Services Sector, Proceedings of 12th International Conference on Business Management, **(SSRN, CiteWeb)**.
24. Asha Binu Raj (2015). Employee Branding as a Holistic Retention Strategy, Innovative Management Practices for Sustainable Development, Bonfring Publishers, ISBN: 978-93-85477-25-6.
25. Asha Binu Raj (2015). Internal Branding: An Employee Based Tool for Branding Beyond Marketing, *Business Sciences International Research Journal*. ISSN: 23213191, ISBN: 978-93-84124-23-6, Vol 3, Issue 1. International Conference on Marketing 2015 Proceedings,
26. Asha Binu Raj (2015). Role of Internal Branding as a Strategic Tool for Organizational Success, Allied Publishers Private Ltd., ISBN: 978-81-8424-974-3.
27. Asha C. S. (2013). Internal Brand Management: Way Towards "Living the Brand". World Academy of Science, Engineering and Technology. International Conference Proceedings. pISSN 2010-376X, eISSN 2010-3778.
28. Asha C. S. & Jyothi P. (2013). Internal Branding: A Determining Element of Organizational Citizenship Behaviour, *The Journal for Contemporary Management Research, (CECMAR)*. Vol. 7, Issue 1, ISSN: 0973-8266. **(EBSCO, PROQUEST)**
29. Asha C S. (2013). Internal Branding: Building a Strong Corporate Culture, Emerging Trends in Marketing. Excel India Publishers.
30. Asha C. S. (2012). Leveraging knowledge through Internal Branding, Information and Communication. *Knowledge Management*. ISBN-978-93-8100E-44-3.

31. Asha C. S. (2012). Creating Employee Brand Equity through Internal Branding. *Branding: A Strategic Tool for Corporate Success*. Paramount Publishing House, ISBN-978-93-82163-38-1.
32. Asha Binu Raj & Jyothi. P. (2011). Organizational Brand Commitment: A study of Influence of Employee's Expectations at the Workplace. *Research Journal of Social Science & Management*. Vol 1, No-5, Sep, Articles-HR. ISSN: 2010-457X.
33. Asha Binu Raj & Jyothi. P. (2011). Internal Branding-Exploring the Employee Perspective. *Journal of Economic Development, Management, IT, Finance & Marketing (JEDMITFM)*. Vol 3, No-2, Sep, pp-1-27. Beverly Hills: Global Strategic Management Inc. ISSN: 2153-9723 **(EBSCO,PROQUEST)**.  
<https://www.proquest.com/docview/1736300447/fulltextPDF/6887D0736944077PQ/1?accountid=38647>
34. Binu Raj Pillai, Asha Binu Raj and Nimesh Varma. (2009). Spiritual Foundations of Organizational Development, *Integrating Spirituality and Organizational Leadership*, Macmillan Publishers India Ltd., 2009 (ISBN 13: 978-0230-63908-9).
35. Binu Raj, Asha Binu Raj and Nimesh Varma. (2009). Capability Approach and its influence on Human Capital Development, published in proceedings of XXVII Annual Conference of Andhra Pradesh Economic Association, 2009.

### **Books/Chapters in Books/Chapters in Edited Volumes – IUP Publications**

- Chapter - Managerial Functions in the Book - Fundamentals of Management (2020), ISBN: 978-93-90254-00-2
- Chapter - Managing Communication in the Book - Fundamentals of Organizational Behavior (2020), ISBN: 978-93-90254-36-1
- Chapter – Leadership in the Book - Dynamics of Organizational Behavior (2020), ISBN: 978-81-945847-2-8
- Chapter - Understanding Work Teams in the Book - Dynamics of Organizational Behavior (2020), ISBN: 978-81-945847-2-8
- Chapter - Organizational Culture in the Book - Organization System and Development (2020), ISBN: 978-93-90254-17-0
- Chapter – Recruitment in the Book - Employment of Human Resources (2020), ISBN: 978-93-90254-04-0
- Chapter - Performance Appraisal in the Book - Management and Development of Human Resources (2020), ISBN: 978-93-90254-05-7
- Chapter - Quality of Work Life in the Book - Managing HR Issues in Organizations (2020), ISBN: 978-93-90254-06-4
- Chapter - Emotional Intelligence in Management in the Book - Managing (2020), ISBN: 978-93-90254-07-1
- Chapter - Leadership and Change Management Skills in the Book - Managing People (2020), ISBN: 978-93-90254-07-1
- Chapter - Recruitment: An Overview in the Book - Recruitment: Gateway to Selection (2020), ISBN: 978-93-90254-10-1
- Chapter - Recruitment Process in the Book - Recruitment: Gateway to Selection (2020), ISBN: 978-93-90254-10-1

- Chapter - Sources and Techniques of Recruitment in the Book - Recruitment: Gateway to Selection (2020), ISBN: 978-93-90254-10-1
  - Chapter - Hiring Trends in the Book - Recruitment: Gateway to Selection (2020), ISBN: 978-93-90254-10-1
  - Chapter - Performance Appraisals in the Book - Foundations of Performance Management, (2020), ISBN: 978-93-90254-11-8
  - Chapter - Rewards and Recognition in the Book - Compensation and Reward Management (2020), ISBN: 978-93-90254-42-2
  - Chapter - Transformational leadership and change in the Book Leadership and Corporate Governance (2020), ISBN: 978-93-92377-71-6
  - Chapter - Leadership and Succession Planning in the Book Leadership and Corporate Governance (2020), ISBN: 978-93-92377-71-6
  - ✓ Edited Book - Managing HR Issues in Organizations (2020), ISBN: 978-93-90254-06-4
  - ✓ Edited Book - Managing People (2020), ISBN:978-93-90254-07-1
  - ✓ Edited Book - Recruitment: Gateway to Selection (2020), ISBN: 978-93-90254-10-1
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### **Paper Presentations in International Conferences**

- “Employee engagement: The cornerstone of employer branding at Reliance Jio’ in Twentieth AIMS International conference on Management (IIM Kozhikode - Dec 2022)
- “Do business group firms use related party transactions efficiently? - an empirical study” in International Conference on Emerging Trends in Industry 4.0 (ETI 4.0) (OP Jindal University, Raigarh, Chhattisgarh - May 2021)
- “Internal branding and employee’s brand commitment: moderating role of transformational leadership” in SIMSARC (Symbiosis Institute of Management Studies, Pune - Dec 2019)
- “Employer branding: Strategic implications for acquiring and retaining talent” in ATHENAEUM 2018 (Center for Contemporary management Research, BIM at IIT Madras - February 2018.
- “Impact of quality of work life on employee engagement: A social exchange perspective” in International Conference on Women Entrepreneurship, Management, E- Commerce, Global Economy & Social Sciences 2017 (ITM Business School Chennai - Nov, 2017.
- “Internal Branding initiatives and Challenges in Organizations: An Investigation of Employer’s Perspective” in 4<sup>th</sup> International Conference on Human Resource Management, 2017 (ICFAI Business School Hyderabad - Nov, 2017)
- “Employer Branding at TCS” in International Case Study Conference 2017 (IBS Hyderabad - October 2017)
- “Employee Perceptions of Internal Branding in Organizations: A study of Select Services Sector” in the 26<sup>th</sup> Annual Conference of the National Academy of Psychology (NAOP), India (IIT Madras - December, 2016)
- “Employee Well-Being through Internal Branding: An Integrated Approach for Achieving Brand Outcomes” in the 26<sup>th</sup> Annual Conference of the National Academy of psychology (NAOP), India (IIT Madras - December, 2016)
- “Building an Internal Brand through Value based Management Practices in Indian Organizations” in International Conference on Management, Business and Economics (ITM

Business School, Chennai in collaboration with International Multidisciplinary Research Foundation - March, 2016)

- “Antecedents and Consequences of Internal Branding in organizations in Indian services sector” in the 12<sup>th</sup> International Conference in Business Management (ICBM) – 2015 on Future Sustainability, Governance and Ethics (University of Sri Jayewardenepura, Colombo, Sri Lanka - December, 2015)
- “Role of Internal Branding as a Strategic Tool for Organizational Success” in International Conference on Business Competitiveness: Perspectives and Challenges (Siva Sivani Institute of Management - February, 2015)
- “Internal Branding: An Employee Based Tool for Branding Beyond Marketing” in International Conference on Marketing 2015 (ITM Business School, Chennai and International Multidisciplinary Research Foundation - January, 2015)
- “Internal Brand Management: Way towards Living the Brand”, at International Conference in Knowledge Management and Knowledge Economy, ICKMKE (Dubai, UAE - January, 2013)
- “Leveraging Knowledge through Internal Branding, Information & Communication Fusion” in International Conference on Knowledge Management (Madras Christian College - December, 2012)
- “Internal Branding: A determining element of Organizational Citizenship Behaviour”, in International Conference on Business Growth in Emerging Markets (IPE, India and EGADE Business School, Mexico - December, 2011)
- “Internal Branding: Exploring the Employee Perspective” in The Third Annual International Conference on Global Business (Global Strategic Management Institute (GSMI), Michigan, USA – March, 2011)

### **Paper Presentations in National Conferences**

- “Employee Branding as a Holistic Retention Strategy” in National Seminar on Innovative Management Practices for Sustainable Development and Global Competitiveness (IMPETUS’ 15) (Department of Management Studies, Pondicherry University in association with Indian Council of Social Science Research (ICSSR), New Delhi - October, 2015)
  - “Internal Branding: Building a Strong Corporate Culture” in the National Conference in Marketing: Emerging Dimensions in Marketing (Saingits Institute of Management and Technology, Kottayam and Annamalai University - November, 2012)
  - “Creating Employer Brand Equity through Internal Branding” in NCBS (School of Management Studies, University of Hyderabad - February, 2012)
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### **Faculty Development Program (FDP) attended**

- Data-driven Decision Making: Empowering Management Faculties with R and Python (IBS, IFHE, Hyderabad) – 2024
- Writing R&D Grant Proposals’ (IBS, IFHE, Hyderabad) - 2023
- Re-energising the classroom through the use of gamification and experiential activities in management education (IIT Madras) - 2023
- Quantification of Human Resource with HR Analytics (ATAL) - 2021

- Technology Management (ATAL) - 2021
- Online Education (IBS, IFHE, Hyderabad) - 2021
- Seed Funding Project (ICFAI Staff College, Hyderabad) - 2021
- Disaster Management (National Institute of Disaster Management) - 2021

### **Workshops attended**

- AACSB Continuous Improvement Review Seminar - 2023
- Case Teaching Workshop (IBS Hyderabad) - 2021
- Workshop on 'R' (IBS Hyderabad) - 2020
- Case Study Workshop (Symbiosis Institute of Management, Pune) - 2019

### **Training programs**

**Areas** - Leadership development, Leadership styles and skill assessment, High performance leadership, Leadership and emotions, Decision Making, Conflict Management, Communication and Interpersonal relationship skills, Team building, Emotional intelligence, Talent Management, Employee engagement, Talent acquisition and retention, Agile HRM, Competency Mapping, Psychometric assessments

### **Others:**

- ✓ External examiner of PhD thesis on Quality of Work life submitted by Rekha Menon to Bharatiyar University, Coimbatore, India, 2018
  - ✓ External examiner of PhD thesis on Service Quality submitted by Praveen to Bharatiyar University, Coimbatore, India, 2021
  - ✓ Session chairs in International conferences
  - ✓ Reviewer in international peer reviewed journals in Emerald, Inderscience, Sage publishing and others.
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