

MBA - Faculty Profile



Dr. Shweta Kaur Khalsa

PhD in Business Administration
Associate Professor
SCMS-PG DSU

Brief Profile

Dr. Shweta Kaur Khalsa (Shweta Tewari) is an Associate Professor at the School of Commerce and management studies, DSU. She demonstrates 4 years of strong academic experience in subjects like entrepreneurship, marketing, human resources, and content marketing. She has completed her PhD from S.P Jain School of Global Management, Mumbai. She also has more than 9+ years of experience as an entrepreneur, which helps her integrate hands-on experience in her sessions at the School of Commerce and Management Studies. She has published academic papers in entrepreneurship, marketing, culture and general management case studies in multiple SCOPUS, ABDC, WOS and UGC Indexed journals. She has also presented papers at International and National Conferences on various management-related topics. She thrives to inspire and shape young minds with holistic learning experiences at the school.

Teaching

- Essentials of Entrepreneurship, Human resource management, Strategic Management, Hiring and Psychometric Assessment, Content Marketing, Entrepreneurship and Innovation, Creativity and innovation, Organizational Behavior.

Publications

● **Research Papers**

1. Exploring the factors behind entrepreneurial success: A thematic analysis-Dr. Shweta T, Dr. Nisha Goyal, Dr. Nagaraj Subbarao- Retail and Marketing Review Journal - WOS indexed.
2. Dealing with Relocation Blues: Taking a Balanced Decision-Journal of Organizational Behaviour Education - JOBE - Dr. A. Nagaraj Subbarao, Dr. Shweta T- SCOPUS Indexed.
3. AI-Driven SEO: Innovation, Ethics, and the Dilemma of Pausing Progress – The Case of Thatware LLP-Dr. Shweta K, Dr. A. Nagaraj - Journal of International Business Education-JIBE - SCOPUS Indexed
4. Benefits and challenges of using recycled materials in textile production-Dr. Shweta Kaur - Asian Textiles Journal - SCOPUS indexed
5. Analysing the determinants of life insurance purchase intention: An Extension of the Theory of Planned Behaviour - Sanjay K, Dr. Shweta T-Srusti Management Review-UGC Indexed
6. Bridging the Attitude–Behavior Gap in Green Marketing: A Structural Equation Modeling Approach to Psychological and Environmental Influences- Sanjay K, Dr. Shweta T, Dr. Nagaraj – Green marketing perspectives - SCOPUS indexed.
7. Unravelling the Tapestry: Determinants and Factors of Life Insurance Purchase Intentions in the Indian Context.-Sanjay K, Dr. Shweta T-International Journal of Banking, Risk & Insurance-UGC Indexed
8. Determinants of Life Insurance Purchase Intention using Structured Equation Modelling with Focus on Saving Motive and Financial Literacy-Sanjay K, Dr. Shweta T-International Journal of Banking Risk and Insurance-UGC Indexed

9. Graduate-Gestalt- Case Study Analysis of DSU And DSBS Students-Dr.Shweta Tewari , A.Ngaraj Subbarao,Bhushan Kelkar,Madhura Kelkar - JME - XIME-UGC Indexed
10. Achieve branding excellence in the digital world by capitalizing on search engine optimization (SEO)-Dr.Shweta Tewari - Academy of marketing studies journal-ABDC Indexed
11. Talent Analytics for Workforce Forecasting, Fostering Employee Engagement, and Turnover Prediction-Sanjay K,Dr..Shweta T-IGI Global - SCOPUS indexed
12. The Effect of Telecommuting on Productivity: A Meta-Analysis--Dr.Shweta Tewari - Academy of marketing studies journal.-ABDC Indexed
13. The Impact of Culture on Brand Personifications and Consumer's Purchase Intentions of the Brand-Dr.Vasudevan,Dr.Nikita,Dr.Shweta -European Economic letters - ABDC Indexed
14. Assessing the Influence of Shopping Experiences on Customer Loyalty: A Study of Indian Jewellery Retail Brand-V Sundararajan, AN Subbarao, SS Bawa, S Tewari, M Srinivasan, D Batra-Journal of Information Systems Engineering and Management-SCOPUS Indexed
15. An Analysis of Online and Offline Shopping Behaviour, with Respect to buying Decisions of Urban Families towards Electronic Goods-Dr.S.Tewari,S.Raikar-Academy of Marketing Studies Journal - ABDC Indexed
16. Future of textiles woven with intelligence, reality and innovation - Dr.S.Sai Ganesh , Dr.Shweta T,Dr.Panda- Asian textiles journal - SCOPUS Indexed
17. Detecting breast cancer using Visual ML - Alok C,Dr.Shweta T-Journal of Neonatal Surgery - SCOPUS Indexed

Contact Details

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