**Amrita Bihani,**

*Ph.D. (CEPT University), PGDBM*

**Address**

B 62, Venus Apartments,

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**Academic Background**

* Phd in Management from CEPT University, Ahmedabad (April 2018)
* PGDBM with specialization in the Marketing Management from Som Lalit Institute of Business Administration, Ahmedabad (April 2004)
* Bachelor’s in Business Administration from B. K. Majumdar Institute of Business Administration, Gujarat University (April 2002)

**Field of Interest**

Talent management, Employee Engagement, and Change Management

**Employment**

**I. Academic**

1. Currently serving as Programme Chair for IMBA (Integrated Masters in Business Administration) Programme at Amrut Mody School of Management, Ahmedabad University. I have been associated with Amrut Mody School of Management, Ahmedabad University from June 2010 till September 2019.

* At present teaching the subjects of Identity & Behavior, Organization Processes, Organization Behavior, Human Capital Management, Strategic HRM, to the BBA (Hons), B.Com (Hons) and M.B.A. students of Ahmedabad University

2. Served as Assistant Professor at M.O.P Vaishnav College for Women in the MBA Department, Chennai and taught subjects of Talent Management & Strategic HRM from December 2019 to March 2020.

3. Have taught the subject of ‘Strategic HRM’ as a Visiting Faculty at Globsyn Business School, Ahmedabad.

 **Awards & Achievements**

* **Shortlisted & Recognized** for Teaching courses Human Capital Management & Strategic Human Resources Management at **The AIB Innovation Teaching Award** for the academic year 2020-21.
* **Best Case Award** for Conflictorium – A Museum of Conflict at AIMA-ICRC Case Writing Competition & Conference, 2021 *(with Nimit Thaker)*
* **Best Paper Award** for Service Quality Measurement in Unorganized Retail Stores: Implications for Marketing Strategies using SERVQUAL and RSQS at ICMC, MICA in 2016 *(with Ankur Gangal)*

 **II. Industry**

* Investment Banker – Private Banking & Equities Group at **HDFC Bank Ltd** from July 2009 to Jan. 2010.
* Relationship Manager - Wealth Management at **ING Vysya Bank** from Sept. 2008 to July 2009.
* Retention Manager at **TATA-AIG General Insurance Company** from Feb 2006 to September 2008.
* Relationship Officer at **ICICI Home Finance Company** April 2004 to Feb 2006.

 **Achievements at the Industry**

* Have received an award for the ***Best Emerging Relationship Officer*** for the year 2004-05 at ICICI Home Finance
* Have been awarded as the ***Most Consistent Performer in Retention***, Pan India for the year 2006-’07 at TATA-AIG General Insurance Co. Ltd.
* Have received an ***award for Quarter IV target achievement Pan India*** at TATA-AIG General Insurance Co. Ltd for the year 2007-’08

**Publications**

* Bihani, A. (2013). Review of Social Media as a Recruitment Tool. *International Journal of Business Management and Social Sciences (IJBMSS).* ISSN: 2249-7463 (UGC Care I)
* Bihani, A., & Dalal, K. (2014). A review into talent management, talent retention and its scope for learning organisations. *International journal of knowledge management and practices*, *2*(1), 1. ISSN: 2320-7523 (Proquest & Ebsco Indexed; Impact factor: 0.88)

**Papers Under Review**

* Thaker, N.; Bihani, A. Café Coffee Day: A lot happened over coffee. Submitted to South Asian Journal of Business and Management Cases (Under Review)
* Bihani, A. & Pandey, S. (2021). The Role of Talent Management in Indian Pharmaceuticals: A Thematic Analysis – Submitted to European Journal of Training & Development (EJTD). *[Listed on Scimago]*
* Thaker, N. and Bihani, A. (2021). A lot can happen over Coffee – Case of V G Siddhartha – submitted to Case Centre for the Case writing Competition
* Bihani, A. & Pandey, S. (2021) An Empirical Study on Perception of Talent Management Practices & Employee Engagement among Employees in the Pharmaceutical Sector in India – Submitted to South Asian Journal of HRM (SAJHRM). *[Listed on Scimago]*

**Book Chapter**

* Bihani, A. & Panicker, A. (2014). Leadership Development in Practice: A Review of Common Practices, their Fallacies and Means to Overcome Gaps. *Business Excellence and Leadership: Transforming HR for Enhanced Organizational Capability.* Excel Publication. ISBN: 978-93-84869-08-3
* Bihani, A. (2013). An Enquiry into Employee Engagement and its Organization Practices in the Banking Sector. *Consumer Behavior & Emerging Practices in India.* Excel Publication. ISBN: 978-93-5097-411-7

**Working Papers**

* Bihani, A. and Pandey, S., “Mediating Roles of Perceived Organizational Support and Organizational Citizenship Behaviour between Perception of Talent Management Practices and Employee Engagement,” AMSOM, Ahmedabad University, Ahmedabad, 2019, Working Paper No.: AMSOM-WP-2019-05-004
* Bihani, A. and Pandey, S., “A Working Paper on The Role of Talent Management in Indian Pharmaceuticals: A Thematic Analysis - submitted at AMSOM, Ahmedabad University, Ahmedabad, 2021 [*Under Review*]

**Conference Presentations & Proceedings**

* Bihani, A. and Thaker, N. (2021). Conflictorium – A Museum of Conflict. *AMSOM Case Seminar Series*, Ahmedabad University, Ahmedabad, September 22.
* Bihani, A. and Thaker, N. (2021). Conflictorium – A Museum of Conflict. *AIMA-ICRC Case Writing Competition & Conference*, Delhi (conducted online), India, March 30-31.
* Bihani, A. (2019). The Role of Talent Management in Pharmaceuticals in India – A Thematic Analysis. INDAM Conference 2020, IIM Trichy, Tamil Nadu, India, January 2-4.
* Panchamia, J. and Bihani, A. (2018). Study on Structural Organicity-Turnover Intention relationship among sales people of pharmaceutical sector in India. *International Asian Conference of AHRD*, Bangkok, Thailand. November 22-23.
* Bihani, A. and Pandey, S. (2017). An Empirical Study on Perception of Talent Management Practices & Employee Engagement among Employees in the Pharmaceutical Sector in India. *18th International Conference on Human Resource Development Research and Practice,* Universidade Europeia, Lisbon, Portugal, June 7-9.
* Gangal, A. and Bihani, A. (2016). Service Quality Measurement in Unorganized Retail Stores: Implications for Marketing Strategies using SERVQUAL and RSQS. *International Conference of Management and Communications*. MICA, Ahmedabad, India, January 9-11.
* Bihani, A. and Panicker, A. (2015). Leadership Development in Practice: A Review of Common Practices, their Fallacies and Means to Overcome Gaps. *Nirma International Conference on Management*. Ahmedabad, India, January 6-8.
* Bihani, A. and Dalal, K. (2014). A Review into Talent Management, Talent Retention and Its Scope for Learning Organizations. *K. J. Somaiya International Conference for Learning Organizations*, Mumbai, India, January 4-5.
* Bihani, A. (2013). An Enquiry into Employee Engagement and its Organization Practices in the Banking Sector. *Nirma International Conference On Management*, Ahmedabad, India, January 7-9.
* Bihani, A. (2012) Synthesizing Talent Management Practices – A Road towards Competitive Advantage*. 2nd National Conference at AMSOM on Managing for Tomorrow: Issues and Challenges*, Ahmedabad University, Ahmedabad, India, April 12-14.

**Cases Published**

* Thaker, N.; Bihani, A. Café Coffee Day: A lot happened over coffee. Submitted to South Asian Journal of Business and Management Cases (Under Review)
* Bihani, A; Thaker, N. Designing a social enterprise: The Conflictorium Story. Submitted to The Case Journal, Emerald Publishing (<https://doi.org/10.1108/TCJ-11-2021-0202>)
* Bihani, A. & Thaker, N. (2021). Conflictorium – A Museum of Conflict. *AMSOM Case Unit*. Product no: CS-21-005. Teaching Note no: CS-21-005TN
* Bihani, A. & Thaker, N. The challenges faced by Social Enterprises: The Case of Conflictorium - a mini case has been published by AIB (Academy of International Business) in the second edition of their Mini Case series in September, 2021
* Saxena, S. & Bihani, A. (2019). The Grand House. *Case Centre (*[*www.casecentre.org*](http://www.casecentre.org)*).*  Product no: 418-0106-1

**Invited Talks & Seminars**

* Bihani, A. and Thaker, N. Conflictorium – A Museum of Conflict,” *AMSOM Case Seminar Series*, *Ahmedabad University*, *September 22, 2021.*
* Bihani, A. “*Introducing PoSH (Prevention of Sexual Harassment) at Workplace Act 2013,”PetPooja POS, Ahmedabad, July 14, 2021.*
* Bihani, A. “*How does the HR Function help in Matching up to the Values of and organization - Contemporary Topics in HR*,” Chennai Business School, June 10, 2021.
* Bihani, A. “Training on Trust Building, & Stress Management,” *IOC Staff employees (Middle level managers), IOC, Rajkot, July, 2019.*

**Professional Service**

* Reviewer at HRDI (Human Resource Development International) Journal.
* Editorial Board Member and Reviewer at Journal of Strategic HRM
* Member of AIB (Academy of International Business)

**Administrative Services at the University**

**1. School and Programme Administration as Programme Chair, IMBA (2018-2019; 2020 till present)**

* Developed programme structure for intake in June 2019
* Extensive coordination with students for their course/credit requirements and other mundane issues
* Coordinated with faculty for course requirements
* Coordinating with programme managers for demand and supply estimations for every upcoming semester
* Coordinated for the effective implementation of international immersion in June 2019. A total of 55 students out of 57 are travelling to Curtin University, Dubai campus this year for their immersion programme

**2. Admissions**

* Been an active part of Open House sessions at the University interacting with potential students and their parents about AMSOM Programmes and Majors
* Also been a part of Personal Interactions for the UG & PG (MBA) Admissions team

**3. Committee Memberships**

* **Foundation Programme**: had joined the Foundation Programme in the Water Studio as a faculty mentor with the responsibility of imparting knowledge on Water & Behaviour. Later on went to teach the Environment & Climate Change Studio, and now I am an active member of the Neighbourhoods Studio.
* **Undergraduate Committee** : as a committee member, have been involved in decisions relating to the UG student problems and challenges
* **School Level Examination Committee (SLEC)**: as a committee member, have been extensively taken initiatives in participating on examination and grading related issues at the University
* **AUSEAC**: have been a part of various issues that students face and have been an active member in bringing about ease of operations at student level
* **Career Development Cell (CDC)**: supporting in placement related activities for Internship as well as Placements for students as an active member

**Personal Information**

Date of Birth - May 22, 1982

Languages known - English, Hindi, Gujarati & Malayalam