

Poonamjot Kaur Sidhu
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Education

- **BDS** from BFUHS, Faridkot in 2009.
- **MBA** from Panjab University (UIAMS) in 2013.
- **Ph.D.** from **Punjabi University, Patiala** under business faculties (**2023**).
- Two years **AACP (Academic Associate Certificate Program)** completed from **Indian School of Business in Organizational Behavior**.
- University **GOLD MEDALIST** from Panjab University in **MBA** for the year 2011-13.
- Qualified **UGC NET (Management)** in 2013.

Work Experience

- Practiced as a dentist at Dental Aesthetix, Mohali from June 2009 to May 2011 and was responsible for the daily operations of the Dental Clinic.
- Worked as Assistant Professor at the University School of Business, Chandigarh University from June 2014 to October 2017.
- Worked as an Academic Associate at the Indian School of Business, Mohali from November 2017 to February 2022.
- Worked as a Research Associate at the Indian School of Business, Mohali from March 2022 to July 2023.
- Have authored articles in The Tribune, Hindustan Times, and Forbes (India).

Sample Publications

1. Published case study **“Farm Laws 2020: Battle of Wits or More?”** Harvard Business Publishing in 2023.
2. Published case study **“Jet Airways: Tale of Their Takeoff and Crash Landing.”** Harvard Business Publishing in 2022.
3. Research Paper titled **“Health Care”, Step Child of the Indian Government: A Glance on Maternal and Child Care** published in Indian Journal of Public Health Research & Development (Online ISSN: 0976-5506, Print ISSN: 0976-0245), Vol. 7 Issue 1, page no. 23-28.
4. Research paper titled **“Evaluation of Burnout as an Impediment to Academic Organizations in Punjab”** published in Jaipuria International Journal of Management Research (JIJMR) (ISSN: 2454-9509) for the January-June 2016 issue, Vol. 2, Issue 1, Page no. 55-62.
5. Research paper titled **“Understanding Subtle Gender Chauvinism in Indian Organizations”** published in Jaipuria International Journal of Management Research (JIJMR) (ISSN: 2454-9509) for the July-December 2017 issue, Vol. 3, Issue 2, Page no. 77-80.

Sample articles Published in News Paper

1. Article titled **“Get Bank in the Reckoning”** published in Jobs & Careers pullout of The Tribune newspaper dated 14/09/2016.
2. Article titled **“Courage to speak up”** published in Jobs & Careers pullout of The Tribune newspaper dated 05/10/2016.
3. Article titled **“A Diversified Platter”** published in Jobs & Careers pullout of The Tribune newspaper dated 07/12/2016.

4. Article titled **“So what’s your social intelligence score?”** published in Jobs & Careers pullout of The Tribune newspaper dated 15/02/2017.
5. Article titled **“When the boss is not right”** published in Jobs & Careers pullout of The Tribune newspaper dated 15/03/2017.
6. Article titled **“Surviving diversity”** published in Jobs & Careers pullout of The Tribune newspaper dated 12/04/2017.
7. Article titled **“Food for thought at the highway langar”** published in Hindustan Times newspaper dated 04/12/2019.
8. Article titled **“To open or not to open? The dilemma of parents during a pandemic”** published in Hindustan Times newspaper dated 22/08/2020.
9. Article titled **“Down the dusty road with bijee and the white kettle”** published in Hindustan Times newspaper dated 25/01/2021.
10. Article titled **“Tata Neu: Why the cross-selling idea may not sell”** published in Forbes (India) dated June 9, 2022.
11. Article titled **“Ford’s India Exit: What Forced the US Carmaker’s U-Turn From the Indian Roads?”** published in The Quint dated September 22, 2022.