

## Faculty Profile

Name: **Asha Binu Raj**  
Designation: Assistant Professor  
Teaching Areas: Human Resource Management  
Organizational Behavior  
Research Interests: Internal Branding  
Employer Branding  
Education: Ph.D.(Management), University of Hyderabad, 2014  
MBA, FOMS, Rani Durgavati Vishwavidyalaya, Jabalpur 2000



### Professional Experience (14 Years)

1. Since March 2017: IFHE, IBS Hyderabad
2. Nov 2013 - March 2017: Kasturba Gandhi Degree & PG College, Secunderabad, Telangana
3. May 2011 – Oct 2013: Prima HRM Services Pvt. Ltd., Secunderabad, Telangana
4. April 2004 – Dec 2008: Compqsoft Inc., Hyderabad, Telangana
5. Oct 2002 – March 2004: API Data Communications Pvt Ltd., Hyderabad, Telangana
6. Jun 2009- Aug 2013: Research Scholar, Ph.D., University of Hyderabad.

### Research/Selected Publications

1. Dr. Asha Binu Raj (2016). "Building an Internal Brand through Value based Management Practices in Indian Organizations," *Business Sciences International Research Journal*, Vol 4, Issue 1, ISSN: 2321-3191, ISBN: 978-93-84124-68-7. Confluence 2016 (ICMBE) Proceedings, ISBN: 978-93-84124-69-4.
2. Dr. Asha Binu Raj (2015). "Antecedents and Consequences of Internal Branding in Indian Services Sector," *Proceedings of 12th International Conference on Business Management, Social Science Research Network (SSRN)*.
3. Dr. Asha Binu Raj (2015). "Internal Branding: An Employee Based Tool for Branding Beyond Marketing," *Business Sciences International Research Journal*, ISSN: 2321-3191, ISBN: 978-93-84124-23-6, Vol 3, Issue 1. International Conference on Marketing 2015 Proceedings, ISBN: 978-93-84124-22-9.
4. 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).
5. 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. ISSN: 2153-9723 (EBSCO & PROQUEST).