

## Faculty Profile

**Name:** Dr. Asha Binu Raj  
**Designation:** Assistant Professor  
**Teaching Areas:** Human Resource Management  
Organizational Behavior  
**Research Interests:** Employer Branding  
Internal Branding  
Employee Engagement, Work-life balance  
**Education:** Ph.D.(Management), University of Hyderabad, 2014  
MBA, FOMS, Rani Durgavati Vishwavidyalaya,  
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### Research/Selected Publication:

1. Binu Raj Asha, N. Akbar Jan & A. K. Subramani (2022). Building corporate reputation through corporate social responsibility: the mediation role of employer branding. *International Journal of Social Economics*. Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJSE-09-2021-0541> (ABDC - B & SCOPUS).
2. Tripathi, N. N., Binu Raj Asha & Tiwari, A. K. (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).
3. N. Akbar Jan, Binu Raj Asha & A.K. Subramani (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, pp. 438-462 DOI: 10.1504/IJMIE.2022.10047634. (SCOPUS).
4. Tripathi NN; Binu Raj Asha; Syamala, S. R; Tiwari A K, (2022). Does Corporate Governance Play a Dynamic Role in Mitigating Opportunistic Transactions: Evidence from India, *International Journal of Economic Policy in Emerging Economies*. <https://doi.org/10.1504/IJEPEE.2022.10044140> (ABDC - C & SCOPUS).
5. Tripathi, N. N., Binu Raj Asha; & Sireesha, P. B. (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).