

Name: Dr. Deepika Singla

Designation: Assistant Professor
P.G.Department of Commerce



Specialization(s):

- a. Financial Management
- b. Financial Accounting
- c. Marketing Management
- d. Financial Services & Markets
- e. Business Statistics

Email: deepikasingla1978@gmail.com, bbsingla78@gmail.com

Contact Number: +91- 8283809343, 9501122555

Education Qualifications:

M.Com. (Gold Medalist) (May 2000, Kurukshetra University, Kurukshetra)

UGC-National Eligibility Test (NET) in the subject of Commerce- December 2011

Ph.D. (November,2010, Faculty of Business Studies, Punjabi University, Patiala)

Post Graduate Diploma in Business Management (2012 from Punjab Technical University, Jalandhar)

Title of Ph. D Thesis:

- ‘Female Executives and the Glass Ceiling: A Study of Discriminatory Attitudes in Service Sector’

Professional Experience:

- Multani Mal Modi College, Patiala (Punjab.), India (6 August,2011to till date)
- College of Management & Technology, Patiala, India (April,2010 to August,2011)
- Malwa Institute of Management, Patiala (May,2007 to April,2010)
- VMC (PTU Study Centre), Patiala (July,2005 to May2007)
- Bhai Gurdas Institute of Management & Technology (February,2002 to June,2005)
- Arya Girls College, Ambala Cantt (Hr.) (August,2000 to February,2001)

Teaching Interests:

- Financial Management
- Financial Accounting
- Cost Accounting
- Marketing Management
- Financial Services & Markets
- Business Statistics

Research Interest:

- Financial Management Issues, Human Resource Management, Organisational Behaviour, Business Environment, Marketing Management

Publications

1. Decision Support System in Human Resource Management (A Study of HR Intelligent Techniques) pp:108-121 International Journal of Research in IT, Management and Engineering (Vol.1, Issue: 4, 2011) ISSN 2249-1619
https://scholar.google.com/citations?user=D1GrqwYAAAAJ&hl=en#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26citation_for_view%3DD1GrqwYAAAAJ%3AKIAtU1dfN6UC%26tzom%3D-330
2. Emerging Trends in Knowledge Management in Banking Sector pp:93-96 International Journal of Research in Computer Application & Management (Vol.1, Issue: 10, December 2011) ISSN 2231-1009
https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26ortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3AdhFuZR0502QC%26tzom%3D-330
3. Indian Branding Scenario: Challenges in the Next Decade pp:137-147 PCTE Journal of Business Management (A Bi-annual Journal of Management Issues) (Vol.9, Issue.2 July-Dec, 2012) ISSN 0973-4066
https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26ortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3AdhFuZR0502QC%26tzom%3D-330
4. Vogue and Challenges of Developing Human Capital in India pp:65-71 PIMT Journal of Research (A Half Yearly Publication) (Vol.6; No.2 January-June 2014) ISSN: 02278-7925
https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26ortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3AdhFuZR0502QC%26tzom%3D-330
5. Corporate Social Responsibility and Indian Corporate Sector pp: 62-71 PCMA - Journal of Business (A Biannual Publication) (Vol.7, No.1 June 2014) ISSN: 0974-9977
https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26ortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3AdhFuZR0502QC%26tzom%3D-330
6. Perspectives from Bhagvad Gita: Applications in Business Management pp: 95-104 Global Journal of Accounting & Management (Bi-Annual Publication of GSSDGS Khalsa College, Patiala) (Vol.3, No.2 July – December 2014) ISSN: 0976-9366
7. https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26s

[ortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3AdhFuZR0502QC%26tzom%3D-330](https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26start%3D20%26pagesize%3D80%26sortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3AULOm3_A8WrAC%26tzom%3D-330)

8. History, Ownership Forms and Corporate Governance in India pp:128-135 The Fountainhead (An International Multidisciplinary Research Journal) (Vol.1, No.1, 2014) ISSN: 2394-1715
https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26start%3D20%26pagesize%3D80%26sortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3AdhFuZR0502QC%26tzom%3D-330
9. Assessing the Role of Socio-Cultural Environment in Determination of Subsidies Reforms in LPG pp:22-46 PCMA Journal of Business (A Biannual Refereed Journal) (Vol.9, No. 1 Jan-June 2016) ISSN: 0974-9977
https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26start%3D20%26pagesize%3D80%26sortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3AdhFuZR0502QC%26tzom%3D-330
10. Measurement of ERP Dependability from Employee Perspective pp:99-120 PCTE Journal of Business Management (A Biannual Publication) (Vol.13; No.1 Jan-June 2016) ISSN: 0973-4066
https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26start%3D20%26pagesize%3D80%26sortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3AULOm3_A8WrAC%26tzom%3D-330
11. Analysis of Effective Element & Gaps of Training & Development in Service Sector pp:01-08 PIMT Journal of Research (A Peer Reviewed Bi-Annual Refereed Journal) (Vol.8; No.2 Jan-June 2016) ISSN: 02278-7925
https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26start%3D20%26pagesize%3D80%26sortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3AYOwf2qJgpHMC%26tzom%3D-330
12. A Study of Influence Strategies used by Children in Family Purchase Decisions pp:26-31 PIMT Journal of Research (A Peer Reviewed Bi-Annual Refereed Journal) (Vol.8; No.2 Jan-June 2016) ISSN: 02278-7925
https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26start%3D20%26pagesize%3D80%26sortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3A_kc_bZDykSQC%26tzom%3D-330
13. Impact of MLM Product Attributes on customer perception while purchasing the products pp:16-22 PIMT Journal of Research (A Peer Reviewed Bi-Annual Refereed Journal) (Vol. 9; No.2 Jan-June 2017) ISSN: 02278-7295
https://scholar.google.com/citations?user=D1GrqwYAAAAJ&hl=en#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26start%3D20%26pagesize%3D80%26citation_for_view%3DD1GrqwYAAAAJ%3A4TOPqqG69KYC%26tzom%3D-330

14. Role of celebrity endorsement on consumers' purchase decision pp: 36-40 PIMT Journal of Research (A Peer Reviewed Bi-Annual Refereed Journal) Vol. 10; No.1 July-December 2017 ISSN: 02278-7295
https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26sortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3AM3ejUd6NZC8C%26tzom%3D-330
15. Adolescents' Role in Family Buying Decision Making pp:652-656 International Journal of Economics and Management Engineering (Vol.12; No.6 2018) ISSN: 2225-742X(Print) ISSN: 2226-7344(Online)
https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26sortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3A9ZIFXVOiuMC%26tzom%3D-330
16. Adolescents' Role in Family Buying Decision Making: A Behavioral Study of Indian Urban Families Pp:152-158 International Journal of Applied Studies and Production Management (Vol. 4; No. 1 2018) ISSN 2394-840X
https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26sortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3AmVmsd5A6BfQC%26tzom%3D-330
17. Evaluating parameters of Advertising Media used by marketers to influence Adolescents' Buying Decision Making pp:171-188 Indian Journal of Management Studies (A Biannual Publication) (Vol. 22; No. 1 April 2018) ISSN: 0974-4355
https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26sortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3AdhFuZR0502QC%26tzom%3D-330
18. Demographic analysis of Adolescents' Role in Family Buying Decision Making pp:35-49 PCMA Journal of Business (A Biannual Peer Reviewed Refereed Journal) (Vol. 11; No. 2 July-December 2018) ISSN: 0974-9977
https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26sortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3AqxL8FJ1GzNcC%26tzom%3D-330
19. Identifying Factors Affecting the Buyer behavior of Smartphones and Electronic Gadgets: A Review pp:35-43 Global Journal of Accounting & Management (A Peer Reviewed Bi-Annual Publication of GSSDGS Khalsa College, Patiala) (Vol.6, No.1 January – June 2019) ISSN: 0976-9366
https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26

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20. MCDM evaluation of activities influencing Adolescents' Buying Decision Making pp:59-68 Global Journal of Accounting & Management (A Peer Reviewed Bi-Annual Publication of GSSDGS Khalsa College, Patiala) (Vol.6, No.1 January – June 2019) ISSN: 0976-9366
https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26s_ortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3A4DMP91E08xMC%26tzom%3D-330
 21. Impact of Dynamic Technology Environment On Marketing Strategies Of Electronics Companies pp:88-98 PCMA Journal of Business (A Biannual Peer Reviewed Refereed Journal) (Vol. 12; No. 1 Jan-June, 2019) ISSN: 0974-9977
https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26s_ortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3AWp0glr-vW9MC%26tzom%3D-330
 22. Interdependence of Performance Management System And Employee Engagement PIMT Journal of Research (A Peer Reviewed Bi-Annual Refereed Journal) (Vol. 11; No.2 Jan-June, 2019) Accepted for Publication (In Press) ISSN: 02278-7295
https://scholar.google.com/citations?hl=en&user=D1GrqwYAAAAJ&view_op=list_works&sortby=pubdate#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26s_ortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3AdhFuZR0502QC%26tzom%3D-330.
 23. Factors Affecting the Consumer Perception and Preferences in the Purchase of Electronic Gadgets. PIMT Journal of Research (Quarterly Peer Reviewed Refereed Multidisciplinary Journal) (Vol. 13; No.1(B)October-December, 2020):125-131. ISSN:02278-7295 (UGC-CARE Listed Journal)

Book/Book chapter

1. Accounting and Reporting Standards (2014) Subject Book V.K.Global Publications Pvt. Ltd. New Delhi. ISBN:978-93-5058-491-0
2. E-Accounting (2014) Text Book RD Publisher, Jalandhar (A Sister Concern of Sharma Publications/Spectrum) ISBN: 978-93-84594-05-3
3. Computerized Financial Accounting (2014) Textbook RD Publisher, Jalandhar (A Sister Concern of Sharma Publications/Spectrum) ISBN: 978-93-84594-04-6
4. Celebrity Endorsement as a Marketing Strategy in Indian Perspective pp:423-435 Contemporary Issues in Management (An Edited Book) 2015 ISBN: 978-81-929890-0-6
5. Women Entrepreneurship in India: Problems and Prospects pp:344-354 International Business: Trends, Issues and Challenges (An Edited Book) 2015 ISBN: 978-93-85000-21-8
6. Financial Accounting (Text Book) 2015 R.D.Publications (A Sister concern of Sharma Publication) ISBN: 978-93-84594-22-0
7. Fundamental of Financial Accounting (Text Book) 2015 R.D.Publications (A Sister concern of Sharma Publication) ISBN:978-93-84594-24-4

8. Financial Accounting (Text Book) 2016 R.D.Publications (A Sister concern of Sharma Publication ISBN:93-84954-22-9
9. E-Accounting (Text Book) 2016 R.D.Publications (A Sister concern of Sharma Publication) ISBN: 93-84954-05-9
10. Financial Accounting – II (Text Book) 2017 R.D.Publications (A Sister concern of Sharma Publication) ISBN: 987-93-84594-69
11. Computerized Financial Accounting (Text Book) 2017 R.D.Publications (A Sister concern of Sharma Publication) ISBN: 93-84594-05-9
12. Financial Accounting – II (B.Com. Semester – II) (Text Book) 2018 R.D.Publications (A Sister concern of Sharma Publication) ISBN:987-93-84594-69-5
13. Financial Accounting – I (B.Com. Semester – I) (Text Book) 2018 R.D.Publications (A Sister concern of Sharma Publication) ISBN: 978-93-84594-24-4
14. Financial Accounting – II (With GST) (B.Com. Semester – II) (Text Book) 2019 R.D.Publications (A Sister concern of Sharma Publication) ISBN: 987-93-84594-69-5
15. Financial Accounting – I (With GST) (B.Com. Semester – I) (Text Book) 2019 R.D.Publications (A Sister concern of Sharma Publication) ISBN:978-93-84594-24-4

Conference / Seminars

A) Resource Person / Invited Lectures:

1. Session Co-Chair in PCMA National Conference on entrepreneurship and Family Business 17th March 2012 Organized by Vidya Sagar College of Management & Technology, Patiala
2. Organizing Secretary in National Seminar on Contemporary Socio-Economic Dimensions in the Growth of Business 6th April 2013 Organized by P.G. Department of Commerce, Multani Mal Modi College, Patiala
3. Session Co-Chair in PCMA National Conference on Strategies for Sustainable Business Growth in India 5th October 2013 Organized by PIMT, Mandi Gobindgarh.
4. Extension Lecture in Marketing Management 18-19 April 2014 Organized by University School of Business Studies, Punjabi University Guru Kashi Campus, Talwandi Sabo (BTI)
5. Guest/ Expert Lecture in Personality Development 29 July 2014 Organized by Career Point Technical Campus, Mohali.
6. Extension Lecture in Accounting for Management 25 November 2014 Organized by University School of Business Studies, Punjabi University Guru Kashi Campus, Talwandi Sabo (BTI).
7. Session Co-Chair in National Conference on Contemporary Issues in Commerce and Management 25th April 2015, PCMA & Guru Kashi University, Talwandi Sabo (BTI.)
8. Resource Person in in the PMN-PCMA National Seminar on Make in India 09 April, 2016 PMN-PCMA at PMN College, Rajpura.
9. Resource Person in National Conference on Recent Progressions in Economics, commerce, Management, IT, Tourism and Agriculture in India 9th November 2019 PCMA & PIMT Mandi Gobindgarh

B) Paper presented:

1. *The Critical Success Factors in Customer Relationship Management Implementations* in the International Business Conference (PCMA-IBC-2011) 16-17 December 2011, PCMA at GSSDGS Khalsa College, Patiala.
2. *Strategic Rural Marketing Management in Modern Business* in the National Conference on Strategic Management in Emerging Indian Scenario 27-28 December 2011, Gulzar Group of Institutes, Libra, Khanna
3. *Emerging Paradigms in Indian Banking Sector* in the UGC Sponsored National Seminar on Emerging Paradigms in Indian Financial Sector 28th February 2012, School of Applied Management, Punjabi University, Patiala in Collaboration with National Stock Exchange of India
4. *Family Business: Failure & Success* in the National Conference-2012 on Entrepreneurship and Family Business 17th March 2012, PCMA at Vidya Sagar College of Management & Technology, Patiala
5. *Viral Marketing* in the International Conference on Marketing: Emerging Issues, Challenges and Strategies 24th March 2012, PCMA & Chandigarh Group of Colleges, Gharuan, Mohali (Pb.)
6. *Corporate Social Responsibility & Indian Corporate Sector* in the International Business Conference (PCMA-IBC-2012) 21-22 December 2012, PCMA at Sri Guru Granth Sahib World University, Fatehgarh Sahib
7. *Corporate Social Responsibility & Sustainable Development* in the UGC Sponsored National Seminar on Value Creation & Sustainable Development for the New Age Business: Issues & Challenges 5th March 2013, University School of Applied Management, Punjabi University, Patiala in Collaboration with National Stock Exchange of India.
8. *Impact on Advertising on Purchase Behaviour with Special Reference to Kids* In the 3rd National Conference on Trends and Issues in Product and Brand Management 20-21 March 2013, Baba Farid College of Management & Technology, Bathinda
9. *Energy Subsidy Reforms & Sustainable Development* in the National Seminar on Contemporary Socio-Economic Dimensions in the Growth of Business 6th April 2013, P.G. Department of Commerce, Multani Mal Modi College, Patiala
10. *Creative Talent as an Innovative Function of Global Business* In the National Conference on 'Emerging Innovations in Business & Technology 27th April, 2013, Asra Group of Institutions, Sangrur Road, Patiala
11. *Vogue and Challenges of Developing Human Capital in India* In the PCMA National Conference on Strategies for Sustainable Business Growth in India 5th October 2013, PIMT, Mandi Gobindgarh (Pb.)

12. *Relationship between Corporate Governance & CSR* In the International Business Conference (PCMA-IBC-2013) on Managing Global Business in Turbulent Times 8-9 February 2014, PCMA in collaboration with Chandigarh University, Gharuan, Mohali (Pb.)
13. *Vogue and Challenges of Developing Human Capital in India* In the National Conference on Business Innovation & Management 1st March 2014, PCMA & Guru Nanak Institute of Management & Technology, Ludhiana (Pb.)
14. *Role of Social Media in Marketing Management* in the International Business Conference on India's Development Story in the Backdrop of Fast Evolving Global, Economic and Political Scenario 7-8 November 2014, Faculty of Commerce & Management, Multani Mal Modi College, Patiala (Pb.)
15. *Innovative Practices in Service Sector* in the International Conference on Innovative Practices for Global Business 20th December 2014, PCMA & PIMT, Mandi Gobindgarh (Pb.)
16. *Role of Energy Subsidy Reforms in Sustainable Development in India* in the International Business Conference-2015 on Value Creation for Sustainable Development 17-18 March 2015, Sri Guru Granth Sahib World University, Fatehgarh Sahib (Pb.)
17. *Women Entrepreneurship in India: Problems and Prospects* in the International Conference on Contemporary Issues in International business, Tourism and Sustainability: Issues and Challenges 18-19 April 2015, Maharaja Agrasain University, Baddi (H.P.)
18. *Green Supply Chain Management* in the National Conference on Contemporary Issues in Commerce and Management 25th April 2015, PCMA & Guru Kashi University, Talwandi Sabo (BTI.)
19. *Development of Employability Skills* in the National Conference on Skill Development in Higher Education 22nd August, 2015 PCMA & A.S.College Khanna
20. *Role of Spirituality on Management* in the 13th International Conference on "Spirituality and Management" 27-28 Nov. 2015, Shri Guru Teg Bahadur Khalsa College, Anandpur Sahib (in collaboration with PCMA)
21. *The Impact of Work Engagement on Performance* in the National Seminar on Innovations in Management (PCMA-DKC-2016) 30 Jan 2016 PCMA-DKC Dashmesh Khalsa College, Zirakpur.
22. *India shining at Global Level: A Future Perspective* in the UGC Sponsored National Conference on Marketing Brand India Globally: Opportunities & Challenges 24 Feb 2016 UGC Sponsored at Khalsa College for Women, Ludhiana
23. *Role of IT in Stock Market Operations* in the National Seminar on Strategic Role of Information Technology in Empowering Commerce 16 March 2016 UGC Sponsored at S.D. College, Ambala Cantt.

24. *Make in India: Fusion of Opportunities and Schemes in Various Sectors* in the PMN-PCMA National Seminar on Make in India 09 April, 2016 PMN-PCMA at PMN College, Rajpura
25. *Can Ethics and Marketing go together* in the 14th International Conference on Business Ethics and Corp. Governance 2017, PCMA-GNA, GNA Univ., Phagwara
26. *Quality Management Education Beyond Text Books* in the National Conference on 'New Paradigms in Commerce, Management, Education and Technology – 2018' 27th April 2018 University College of Commerce & Management, Guru Kashi University, Talwandi Sabo (BTI)
27. *Factors affecting the Consumer Purchase Decisions of Smart Phones Buyers; A Review* in the International Conference on transformations through Innovations 16-17 March 2019, S.C.D.Govt. College Ludhiana.
28. *Impact of Skill Management on the Human Capital Management* in the National Conference on Transforming Indian Business in Changing Economic Environment 6th April 2019, Hindu Kanya College Kapurthala (in collaboration with PCMA)
29. *Influence of Green Marketing on Consumer Buying Behaviour* in the National Conference on Recent Progressions in Economics, commerce, Management, IT, Tourism and Agriculture in India 9th November 2019 PCMA & PIMT Mandi Gobindgarh
30. *Role of Skill Management in Organization Stability* in the International Conference on Ethics and Management in Trade, Health Care and Politics 29th December 2019, School of Management Studies, Punjabi University, Patiala.

Ph.D. Supervision:

1. Neeru Goyal (**Completed**)- *Role Of Children In Purchase Decisions Of Indian Urban Families in the School of Mgmt. Studies Punjabi University, Patiala (Awarded on 11.05.2017)*
2. Meenu Gajrani (**Completed**)- *Employee's Perception In Relation To Training And Development: A Study Of Service Sector in the School of Mgmt. Studies Punjabi University, Patiala (Awarded on 11.05.2017)*
3. Reena Goyal (**Completed**)- *Measurement Of ERP System's Dependability: Employee Perspective in the School of Mgmt. Studies Punjabi University, Patiala (Awarded on 11.05.2017)*
4. Rooppal Kaur (**Completed**)- *Impact Of Celebrity Endorsements On Consumer Behaviour in the School of Mgmt. Studies Punjabi University, Patiala (Awarded on 22.12.2017)*
5. Swati Sukhija (**Completed**)- *Impact Of Energy Subsidies On Consumers: A Case Study Of LPG Subsidy In India in the School of Mgmt. Studies Punjabi University, Patiala (Awarded on 22.12.2017)*
6. Puneet Sharma (**Thesis submitted**)- *Marketing Strategies: A Study Of Mobile Phones And Electronic Gadgets in Dept. of Commerce, Punjabi University, Patiala.*

7. Harleen Kaur (**Completed**)- Adolescents' Role In Family Buying Decision Making: A Behavioral Study Of Indian Urban Families in School of Mgmt. Studies, Punjabi University, Patiala (**Awarded on 20.12.2019**)
8. Ramneek Kaur: (**On-going**)- Impact Of Performance Management System On Employee Engagement In The Financial Services Sector (Registered on 23rd January 2018 in Dept. of Commerce, Punjabi University, Patiala)
9. Silvi (**Enrolled on 14.08.2019**) (Co-Supervisor: Dr. Parneet Bhasin) - Attending course Work in School of Mgmt. Studies, Punjabi University, Patiala
10. Rajan Goyal (**Enrolled on 14.08.2019**) (Co-Supervisor: Dr. Parneet Bhasin) Attending Ph.D Course Work in School of Mgmt. Studies, Punjabi University, Patiala
11. Rachna Rani (Sardana) (**Enrolled on 19.08.2019**)- Attending Ph.D Course Work in School of Mgmt. Studies, Punjabi University, Patiala
12. Harsimran Kaur-Enrolled from February 2020 in School of Mgmt. Studies, Punjabi University, Patiala (Will attend Ph.D Course Work in July, 2020)

Programmes, Workshops and Training Courses:

1. Attended UGC Sponsored Two Days National Workshop on Career Counselling, Personality Development and Emerging Trends in Job Market 26th-27th August,2011 at Govt. Mohindra College, Patiala.
2. Attended Orientation Course 2nd-29th May,2013 at UGC Academic Staff College, Punjabi University, Patiala.
3. Attended Refresher Course 9th-28th June,2014 at UGC Academic Staff College, Punjabi University, Patiala.
4. Attended 15 Days UGC Sponsored Faculty Development Programme at Multani Mal Modi College, Patiala 1st-15th July,2014 at Multani Mal Modi College, Patiala (Pb.).
5. Attended *Training of Trainers on Life Skills* National Level Programme by Rajiv Gandhi National Institute of Youth Development, Regional centre, Chandigarh 6th-12th July,2015 at M M Modi College, Patiala
6. Attended 7 Days UGC Sponsored Faculty Development Programme 9th-15th July,2015 at IQAC, M M Modi College, Patiala
7. Attended *Academic Writing from Critical Appreciation to Publication* 7 Days UGC Sponsored Faculty Development Programme 9th-16th January,2017 at IQAC, M M Modi College, Patiala.

8. Attended *Sustainable Development & Environment* Summer School (Refresher Course) 22nd June 2017 to 12th July,2017 at UGC-HRD Center, Punjabi University, Patiala.
9. Attended Faculty Development Programme (FDP) on ‘Contemporary Issues in Higher Education’ 20th-26th July,2018 at Multani Mal Modi College, Patiala.
10. Attended Emerging Issues and Challenges in Higher Education 7 Days UGC Sponsored Faculty Development Programme 17th -22nd July,2019 at IQAC, M M Modi College, Patiala.
11. Participated in National Webinar on “COVID-19 Lessons for Educators” on 25th May 2020, Organized by Punjab Commerce & Management Association (PCMA).

Achievements, Awards and Recognitions

- Achieved Gold Medal in Masters in Commerce in May 2000 from Kurukshetra University, Kurukshetra
- Participated in the conduct of Ph. D. Registration, Annual Seminars and Ph.D. Viva Voce examinations in the University.
- Guiding, counseling and arranging the industrial tours/Quizzes/Group Discussions, special lectures, seminars of Students of the Department.
- Placement and Counseling Activities of Students.

Membership

- Member of Faculty of Business Studies, Punjabi University, Patiala for 2017.
- Member of Research Committee of College.
- Member NAAC Committee of the College.
- Member of the Quiz Committee of the College.
- Member Admission Committee of the Commerce Department, M.M.Modi College, Patiala.
- Member of Departmental Research Board, School of Management Studies, Punjabi University, Patiala.
- Member of Departmental Research Board, Department of Commerce, Punjabi University, Patiala.
- Member of Faculty of Business Studies of Punjabi University, Patiala from November 2018 to October 2020.
- Member of Board of Undergraduate Studies in Commerce of Punjabi University, Patiala from December 2018 to December, 2020.

- Member/Approved Academic Counselor of IGNOU.
- Member of the organizing committee of the Commerce Fest/Commerce Day Celebrations at M.M.Modi College, Patiala for 2018, 2019 and 2020.
- Member of Editorial Board of PCMA-Journal of Business (A Bi-Annual Refereed Journal)
- Life Member of Punjab Commerce and Management Association (Regd.).