

Name: Dr. Bhavuk Mahindru  
Designation: Assistant Professor  
Specialization: Finance & Marketing  
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### Education

**M.B.A Finance & Marketing** (2010, Punjab Technical University, Kapurthala),  
**National Eligibility Test (NET)-2012**  
**Ph.D.** (3rd December, 2017, Punjabi University, Patiala)

**Title of Ph. D Thesis:** A Study of Factors Effecting Consumer Buying Decision Making Process in Relation to Apparels.

### Professional Experience:

Department of Business Studies, M.M. Modi College, Patiala, India (08 August, 2018 to till date)

Department of Commerce & Management, Khalsa College, Patiala India (15 January 2016 to 31 May, 2018)

### Teaching Interests:

- Marketing Management
- Investment Management
- Business Economics
- Financial Accounting

### Research Interest:

Consumer behavior, Financial Markets & Business Financial Statements.

### Publications

1. Jaspreet Kaur, Razia Ahmed, **Bhavuk Mahindru** ” Technology driven World: A study on Digital Youth”. International Journal of Business Management. (2014) 1(2), 129 – 133. [Article Link](#)
2. Dr.B.B.Singla and **Bhavuk Mahindru** “Identifying Consumer Decision-Making Style in Relation to Apparels Purchase : A Review”. International Journal In Applied Studies And Production Management. (2017): 26-39.

## **Workshops and training courses**

1. Attended Faculty Development Programme on “Induction Training Programme On Communication Skills” organized by NITTTR from 17 Feb 2014 to 21 Feb 2014
2. Attended Faculty Development Programme on “Instructional Planning and Delivery ” organized by NITTTR from 19 Jan 2015 to 23 Jan 2015
3. Attended UGC Sponsored Faculty Development Program at Multani Mal Modi College, Patiala. (9-16 January, 2017)
4. Attended Faculty Development Program (Emerging issues & challenges in higher education) at Multani Mal Modi College, Patiala (17-12 July, 2019).