

Name: Dr. Deepika Singla

Designation: Assistant Professor (AGP: 8000)
P.G. Department of Commerce

Specialization(s):

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



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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 (PGDBM)** (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, 2011 to 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 May, 2007)
- 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%26sortby%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%26sortby%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%26sortby%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%26sortby%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%26sortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3AdhFuZR0502QC%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%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%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%26cstart%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%26cstart%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%26cstart%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%26cstart%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)
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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=%2F citations%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=%2F citations%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=%2F citations%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=%2F citations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26sortby%3Dpubdate%26citation_for_view%3DD1GrqwYAAAAJ%3AaqLVkmm33-oC%26tzom%3D-330
 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
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 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=%2F citations%3Fview_op%3Dview_citation%26hl%3Den%26user%3DD1GrqwYAAAAJ%26sortby%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) 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%3AdhFuZR0502QC%26tzm%3D-330
23. Skill Development in Indian Context: A Review pp:38-45 PCMA Journal of Business (A Biannual Peer reviewed Refereed Journal) (Vol. 12; No. 2 July-December, 2019) ISSN: 0974-9977
24. Factors Affecting the Consumer Perception and Preferences in the Purchase of Electronic Gadgets; PIMT Journal of Research (A Peer Reviewed Quarterly Refereed Journal) (Vol. 13; No.1(B) October-December, 2020); pp: 125-131; ISSN: 02278-7295; UGC-CARE Listed Journal
25. Impact of Performance Management Systems (PMS) on Employee Engagement; PIMT Journal of Research (A Peer Reviewed Quarterly Refereed Journal) (Vol. 13; No.3(B) April-June, 2021); pp: 43-49; ISSN: 02278-7295; UGC-CARE Listed Journal
26. Role of Skill Management in Human Capital Management: A Review; Global Journal of Accounting & Management (A Peer Reviewed Bi-Annual Publication of GSSDGS Khalsa College, Patiala) (Vol.8, No.1 January – June 2021), pp: 1-16; ISSN: 0976-9366
27. Women Entrepreneurship: Turning Challenges into Opportunities; Global Journal of Accounting & Management (A Peer Reviewed Bi-Annual Publication of GSSDGS Khalsa College, Patiala) (Vol.8, No.1 January – June 2021); pp: 59-64; ISSN: 0976-9366
28. Exploring Factors Influencing Customer Usage of Mobile Payments-A Review; Indian Journal of Management Studies (A Biannual Publication) (Vol. 25; No. 1 April 2021); pp:95-108; ISSN: 0974-4355
29. Impact of Social Media on Teenage Buying Behaviour: A Review; PCMA Journal of Business (A Biannual Peer Reviewed Refereed Journal) (Vol.14; No. 1 January-June 2021); pp:22-28; ISSN 0974-9977
30. Adoption of E-Services in Modern Sectors; PCMA Journal of Business (A Biannual Peer Reviewed Refereed Journal) (Vol.14; No. 1 January-June 2021); pp:1-8; ISSN 0974-9977
31. Role of Logistics in E-Commerce Industry; PCMA Journal of Business (A Biannual Peer Reviewed Refereed Journal) (Vol.14; No. 2 July-December 2021); pp:88-94; ISSN 0974-9977
32. The New Hybrid Element of Online Shopping: Social Networking Sites; PCMA Journal of Business (A Biannual Peer Reviewed Refereed Journal) (Vol.14; No. 2 July-December 2021); pp:75-87; ISSN 0974-9977
33. Effect of Demographic Variables on Perception of Teenage Buying Behaviour: A Case Study of District Fatehgarh Sahib, (Punjab); PIMT Journal of Research (A Peer Reviewed Quarterly Refereed Journal) (Vol. 13; No.4(B) July-September, 2021); pp:71-75 ; ISSN: 02278-7295; UGC-CARE Listed Journal
34. Factors Affecting Perception of Teenage Buying Behaviour; PIMT Journal of Research (A Peer Reviewed Quarterly Refereed Journal) (Vol. 13; No.4(D) July-September, 2021); pp:18-23 ; ISSN: 02278-7295; UGC-CARE Listed Journal
35. Role of Soft Skills and Leadership Skills in Educational Institutions: A Review; PCMA Journal of Business (A Biannual Peer Reviewed Refereed Journal) (Vol.15; No.1 January-June 2022); pp:18-25; ISSN 0974-9977
36. Digital Payments: A New Digital Age of Payments; International Journal of Scientific Research in Engineering and Management (IJSREM) (Vol. 06, Issue. 7; July, 2022); pp:1-9; ISSN: 2582-3930 (Impact Factor: 7.185)

37. Impact of Social Media on Fashion Consciousness of Youth; Indian Journal of Management Studies (A Biannual Publication) (Vol. 26; No. 1&2 April/October 2022); pp:95-114; ISSN: 0974-4355
38. Consumers Attitude towards Mobile Marketing: An Application of Technology Acceptance Model; PCMA Journal of Business (A Biannual Peer Reviewed Refereed Journal) (Vol.15; No.2 July- December 2022); pp:12-18; ISSN 0974-9977
39. Ethical and Security concerns in Mobile Marketing Adoption; Indian Journal of Management Studies (A Biannual Publication) (Vol. 27; No. 1; April 2023); pp:81-90; ISSN: 0974-4355
40. Impact of Social Media on Teenage Buying Behaviour: The Psychographic Profile of the Respondents; European Economic Letters; Published by European Economic Letters Groups (Field: No.3801) (Vol: 13; No. 3, June, 2023); pp: 901-909; ISSN: 2323-5233 (ABDC Indexed; 'C' Category Journal)
41. Determining Price Value as a Moderator in TAM in Context of E-Learning; Journal of Informatics Education and Research; Published by Center for Research and Management Services (Field: No.4609) (Vol: 3; No. 2, July, 2023); pp: 277-289; ISSN: 1526-4726 (ABDC Indexed; 'C' Category 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
16. Cost Accounting – I (With GST) (B.Com. Semester – III) (Text Book) 2021 R.D.Publications (A Sister concern of Sharma Publication) ISBN:978-93-84594-24
17. Green Finance: An Overview pp:7-12 Sustainable Performance Management in Modern Business Environment (An Edited Book) 2022 ISBN: 978-93-90863-62-4
18. Strategic Innovation in Modern Dynamic Business Environment (Edited Book) 2022; Weser Books, Germany; ISBN:978-3-96492-414-8

19. *Problems and Prospects of Iron and Steel Re-Rolling Industry in Mandi Gobindgarh (Punjab)*; Strategic Innovation Practices in Modern Dynamic Business Environment (Edited Book) 2022; Weser Books, Germany; ISBN:978-3-96492-414-8
20. *New Horizons in Commerce, Business, IT & Social Sciences* (Edited Book) 2022; National Press Associates, New Delhi; ISBN:978-93-90863-61-7

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
10. Resource Person in International Conference on Impact of Global Economic Crisis on the Future of Commerce & Business on 24th January 2020 at Mata Gujri College, Fatehgarh Sahib
11. Resource Person in National Conference on Contemporary Issues in Commerce & Management on 15th February 2020 at PCMA & Bhai Sangat Singh Khalsa College, Banga
12. Resource Person (Session Co-Chair) on topic “Emerging Issues in Commerce” the National Conference on Emerging Trends in Commerce, Business Management, Technology and Agriculture in Changing Economic Order on 4th March, 2023 at PIMT Mandi Gobindgarh (In collaboration with PCMA)
13. Session Co-Chair in National Seminar on Higher Education in India: A Road Map for Future Generations on 20th January 2024, PCMA & Asian Group of Colleges, Patiala.
14. Session Co-Chair in One Day ICSSR Sponsored Seminar on Green and Sustainable Entrepreneurship in Commerce on 2nd March 2024, at Hindu Kanya College, Kapurthala.

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 at 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' on 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.
31. *Challenges and Opportunities in the Future Business Environment* in the International Conference on Impact of Global Economic Crisis on the Future of Commerce & Business on 24th January 2020, Mata Gujri College, Fatehgarh Sahib.
32. *Skill Development in Indian Context: A Review* in the National Conference on Contemporary Issues in Commerce & Management on 15th February 2020 at PCMA & Bhai Sangat Singh Khalsa College, Banga.
33. *Adoption of Digital Payment Systems in Indian Financial Systems: Opportunities and Challenges* in the National Seminar on Resurgent India: Emerging Business Strategies for Growth and Performance on 11th March 2022, School of Management Studies, Punjabi University, Patiala.
34. *Emerging Issues & Challenges in Modern Academic Research* in the One Day National Seminar on Research Methodology and its Applications on 24th January, 2023, Govt. P.G.College, Ambala Cantt.
35. *Impact of Social Media Influencers on Consumer Behaviour* in the One Day National Seminar on Digital Transformation for Competitive Advantage on 10th February, 2023, School of Management Studies, Punjabi University, Patiala.
36. *A Study of Behavioural Intentions to use E-Learning during and post COVID* in the National Conference on Emerging Trends in Commerce, Business Management, Technology and Agriculture in Changing Economic Order on 4th March, 2023 at PIMT Mandi Gobindgarh (In collaboration with PCMA)
37. *Impact of Social Media on Teenage Buying Behaviour: The Psychographic Profile of the Respondents* in the National Conference on "Challenges & Issues in Emerging Business Environment-Social & Technological Innovations" on 31st March, 2023 at Shri Guru Teg Bahadur Khalsa College, Sri Anandpur Sahib.
38. *Factors Affecting the Adoption of Digital Payment Systems in the Indian Economy; in the ICSSR National Conference on "Business Transformation for a Sustainable Future: Roadmap for Success"* on 14th June, 2023 at DBS, Punjabi University Guru Kashi Campus, Talwandi Sabo (BTI) (In collaboration with PCMA)

39. *Role of Skill Development in Modern Education System*; in National Seminar on Higher Education in India: A Road Map for Future Generations on 20th January 2024, PCMA & Asian Group of Colleges, 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. 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**)
7. Puneet Sharma (**Completed**)- “Marketing Strategies: A Study of Mobile Phones and Electronic Gadgets” in Dept. of Commerce, Punjabi University, Patiala. (**Awarded on 07.10.2020**)
8. Ramneek Kaur: (**Completed**)- “Impact of Performance Management System On Employee Engagement in The Financial Services Sector” in Dept. of Commerce, Punjabi University, Patiala (**Awarded on 26.08.2021**)
9. Rajan Goyal (**Completed**) (Co-Supervisor: Dr. Parneet Bhasin)- “Impact of Social Media on Teenage Buying Behaviour” in School of Mgmt. Studies, Punjabi University, Patiala. (**Awarded on 20.11.2023**)
10. Rachna Rani (Sardana) (**Thesis Submitted/Viva Voce Done**)- “Consumer’s intention towards Adoption of Mobile Marketing” in School of Mgmt. Studies, Punjabi University, Patiala.
11. Silvi (**Registered: 28.08.2020**) (Co-Supervisor: Dr. Parneet Bhasin)- “Adoption of Online Logistics Services: A Study of Fast Moving Consumer Goods Commercial Customers” in School of Mgmt. Studies, Punjabi University, Patiala.
12. Harsimran Kaur (**Registered: 17.09.2021**) (Co-Supervisor: Dr. B.B.Singla)- “Factors Influencing the Adoption of Digital Payment Applications” in School of Mgmt. Studies, Punjabi University, Patiala.
13. Shifali Kataria (**Registered: 02.03.2022**) (Co-Supervisor: Dr. B.B.Singla)- “Mediating Role of Price Acceptability between Consumer Value Perception and Luxury Brand Consumption with respect to the Model of Goal Directed Behaviour” in School of Mgmt. Studies, Punjabi University, Patiala.
14. Sagar Gupta (**Enrolled on September, 2023**) (Supervisor: Dr. Parneet Bhasin); as Co-Supervisor in School of Mgmt. Studies, Punjabi University, Patiala.
15. Tanisha Vaishnav (**Enrolled on September, 2023**) (Co-Supervisor: Dr. B.B.Singla); in School of Mgmt. Studies, Punjabi University, Patiala.
16. Vishavjeet (**Enrolled on September, 2023**) (Co-Supervisor: Dr. B.B.Singla); in School of Mgmt. Studies, Punjabi University, Patiala.

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).
12. Participated in One Day International Webinar on "Post COVID Challenges Before Indian Education System" on 29th May 2020, Organized by Council for Teacher Education Foundation & M M Modi College, Patiala.
13. Participated in "Online International Seminar on Effective Transitioning from Traditional (T) Class to Virtual (V) Class Teaching" on 02 June 2020, Organized by Punjab Commerce & Management Association (PCMA).
14. Participated in 7 Days National Level Workshop on "Research Methodology" from 4th June to 10th June 2020, Organized by Punjab Commerce & Management Association (PCMA) & Khalsa College for Women, Civil lines, Ludhiana.
15. Participated in International Conference on "COVID-19: Potential & Challenges for Growth and Development of Hospitality & Tourism Industry" on 21st June 2020, Organized by Punjab Commerce & Management Association (PCMA).
16. Attended and Participated in 7 days International "Faculty Development program on Innovative Methods for Virtual Classroom Teaching: A Road to MOOCs" from 10th July to 16th July 2020, Organized by Punjab Commerce & Management Association (PCMA).
17. Participated in National Capability Enhancement Conference on "Education for Meaningful Life" Part-8 on July 31st 2020, Organized by Punjab Commerce & Management Association (PCMA).
18. Attended and participated in 7 days National Workshop on "Effective Online Teaching and Blended Learning in Emerging Scenario" from 5th September to 11th September 2020, Organized by School of Management Studies, Punjabi University, Patiala.

19. Attended 7 Days Virtual National Level Capacity Building Programme on 'Integration of Pedagogy & Technology in Teaching-Learning' 13th-19th July, 2021 at Multani Mal Modi College, Patiala.
20. Attended 8 Days Faculty Development Programme on 'Research Methodology' 12th-19th January, 2022 organised by IQAC at Multani Mal Modi College, Patiala.
21. Attended One Day Symposium on 'NEP 2020-Policy Praxis' 8th May, 2023 organised by IQAC at Multani Mal Modi College, Patiala (In collaboration with CTEF).

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.
- Conducting Semester final Viva Voce of different classes as External Examiner of Punjabi University, Patiala
- Performed duties in Semester final examinations as Superintendent/Deputy Superintendent of Punjabi University, Patiala
- Performed Duties at PPSC, Patiala as External Examiner and Evaluator

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 Feedback 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.).
- Member of Faculty of Business Studies of Punjabi University, Patiala from December 2022 to October 2024.