

## **Dr. Gagandeep Kaur**

**Designation:** Assistant Professor

**Specialization:** Commerce

**Email:** mailtogagandeep@gmail.com,  
gagandeep@modicollege.com



## **Education**

**M.Com. (2003, Punjabi University Patiala)**

**UGC-National Eligibility Test (Commerce)-2004**

**MBA (2011, Punjab Technical University, Jalandhar)**

**MA-Economics (2005, Punjabi University Patiala)**

**Ph.D. (Management) (2009, I.K. Punjab Technical University, Jalandhar)**

**Title of Ph. D Thesis:** “Telemedicine Services in Punjab: A Study of Government E-Initiatives”

## **Professional Experience:**

Department of Commerce, M.M. Modi College, Patiala, India (2008 to till date)

## **Teaching Interests:**

- Business Laws
- Indirect tax
- Auditing
- Banking and Insurance

## **Research Interest:**

Business Marketing and Strategic Planning.

## **Publications**

1. Gagandeep Kaur, Dhiraj Sharma, Vikramjit Kaur, Telemedicine in Transient Phase: Emergence of M-Health Care Services, Indian Journal of Science and

- Technology,2016,9(15),1-6. [Download](#)
2. Gagandeep Kaur, Monika Pathak, Vikramjit Kaur, E-Record Keeping System in Healthcare: Step towards Digital India in International Journal of Advanced in Management, Technology and Engineering Sciences, 2018,8(2),427-430. [Download](#)
  3. Gagandeep Kaur, Monika Pathak, Influence of Social Networking Sites on Social Behaviour, International Journal of Advanced in Management, Technology and Engineering Sciences.2018,8(1),297-302. [Download](#)
  4. Gagandeep Kaur, Dhiraj Sharma (2018), A Study of Telemedicine in Punjab: Scope and Challenges In Implementation at International Journal of Business, Management and Allied Sciences,2018,7(4) 11784-11786. [Download](#)
  5. Gagandeep Kaur, A Study Of Attitude Of Patients Towards Emerging Trends in ICT Based Health Care Services International Journal of Business, Management and Allied Sciences,2018,5(1).186-188. [Download](#)
  6. Gagandeep Kaur, Monika Pathak ,E-health Services: A New Platform For Healthcare For All, International Journal of Current Advanced Research,2018,7(1),9611-9813 [Download](#)
  7. Gagandeep Kaur, A Study of Patients' Perspective Toward Telemedicine Services in Punjab, International Journal of Current Advanced Research,2018,7(1),10028-10030. [Download](#)
  8. Gagandeep Kaur, A Study of Service Providers' Perspective Towards Telemedicine In Punjab, International Journal of Current Advanced Research,2018,7(3),11784-11786. [Download](#)
  9. Gagandeep Kaur, Dhiraj Sharma, A Study of Telemedicine in Punjab: Scope and Challenges in Implementation, International Journal of Business, Management and Allied Sciences,2018,5(1),11784-11786. [Download](#)
  10. Gagandeep Kaur, Dhiraj Sharma, Vikramjit Kaur, m-Health care services: New opportunity for health care in India, International Journal of Multidisciplinary Research and Development,2018, 211-213. [Download](#)
  11. Gagandeep Kaur , Ivneet Kaur, "Role Of Digital Marketing on Consumer Buying

Behaviour During Covid-19 Outbreak”, Utkal Historical Research Journal, Page No.157-163 ,ISSN.0976-2132, 2021.

12.Paramjeet Kaur and Gagandeep Kaur, A study of Recent Marketing Trends in Digital Age, Iterative International Publishers, Contemporary advances Practices in Management National level ,ISBN/ISSN:9789392591921, 2022

13..Gagandeep Kaur and Amandeep Kaur, “Modelling Customers Buying Behaviour for Jan Aushadhi in Light of Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana”, Manager – The British Journal of Administrative Management (TBJAM) , Special Issue, Vol.58, Issue.5.

14.Gagandeep Kaur, Sahilpreet Kaur, Maninderjeet Kaur, Recent Trends in Artificial Intelligence: Education Sector Opportunities and Challenges, International Journal of Multidisciplinary Educational Research. ISSN:2277-7881,2020.

### **Review Articles**

1. Gagandeep Kaur, Priya Pinder Kaur “A review on telemedicine services in India” in International Journal of Advanced in Management, Technology and Engineering Sciences”. (2018),8(1),214-218. [Download](#)
2. Gagandeep Kaur, Dhiraj Sharma , A Review of The Research Literature on Telemedicine Services, International Journal of Recent Scientific Research,2018,9(2),24884-24886 [Download](#)

### **Book/Book chapter**

1. A study of Recent Marketing Trends in Digital Age, Iterative International Publishers, Contemporary advances Practices in Management, ISBN/ISSN:9789392591921.
2. Gagandeep Kaur, Sukhdev Singh, “A New Horizon in Teleconsultation: A Case Study of e-Esanjeevani”, Role of information and communication technology during COVID-19 ,Page No.111-115,,ISSN.978-81-952920-0-4.
3. Amandeep Singh, Jyoti Verma, Gagandeep Kaur, Flipping the Indian HEI Classroom Based on Technology driven E Learning Pedagogy through Emotional Intelligence, IGI Publishing, pp.31-41, 2023.

## **Conference / Seminars**

### **A) Resource Person / Invited Lectures:**

Nil

### **B) Paper presented:**

1. Gagandeep Kaur, "Present scenario of Telemedicine services in India" in Managing technology and innovation for competitive advantages in Global Business environment, Rayat institute of management, Railmajra, SBS Nagar, Bharti Publication New Delhi, (2016).
2. Gagandeep Kaur, "A Review of Telemedicine Services in India" in Proceedings of 4th International Conference on Advancements in Engineering & Technology (ICAET-2016).
3. Gagandeep Kaur, "Managing patients records digitally in healthcare system", in ISTE section annual faculty convention national seminar, (2017).
4. International Conference on Role of Information and Communication Technology (ICT) during Covid-19 sponsored by DRDO presented paper entitled ". A New Horizon in Teleconsultation: A Case Study of Esanjeevani organized by Dept of Computer Science and Learning Resource center, Aggarwal College Ballabgarh dated 29-30 Jan 2022.
5. Customer perception towards organic skincare products International Conference on Interdisciplinary issues (Management, IT & Social Sciences) in the era of Industry 5.0 (ICIEW-2023) 14th Oct 2023.
6. National Seminar on Education for All: Issues, Challenges and Concerns sponsored by ICSSR, May 19, 2023, presented paper on the topic "Technological advancement in teaching learning Aids: Future and Challenges".
7. 11<sup>th</sup> National Conference on Recent Advances in Chemical, Biological and Environment Sciences(RACES-2023) 12-13 April 2023, presented paper Sustainable Reporting practices in India: Role in Protecting Environment.
8. National Seminar on the theme "Promotion of Economic Employment and Entrepreneurship development among women in craft sector in north-west India on march 02, 2024, Presented paper on the title " Role of E-Commerce in Empower Women

Entrepreneurs of craft sector.

### **C) Attended**

1. Gagandeep Kaur, 3rd national conference on recent advancement in chemical and environment sciences, February 28-march 1, 2011.
2. Gagandeep Kaur, UGC sponsored 7th national conference on recent advancement in chemical and environment sciences, January 30-31 2015.
3. Gagandeep Kaur ,UGC sponsored 8th national conference on recent advancement in chemical and environment sciences, Feb 19-20 2016.
4. Gagandeep Kaur UGC sponsored 10th national conference on recent advancement in chemical and environment sciences, April 11-12 2019.

### **Webinars:**

1. Advertising Industry: Past, Present and Future. ARSD College, Dhaura Kuan. 9<sup>th</sup> May 2020.
2. Visualising Post-Corona in India with special reference to Economy, Trade, Commerce and Innovative Technology.
3. Punjab University constituent College, Nihal Singh Wala, Moga. 14<sup>th</sup> May 2020.
4. e- Content Development Methodology: Four Quadrant Model, OERs and Copyrights issues. Guru Angad Dev Teaching Learning Centre SGTB Khalsa college, University of Delhi. 15<sup>th</sup> May 2020
5. Effects of Covid-19 on Indian Economy & its Management in Current Business Scenario Schools of Management, BBD university. 16<sup>th</sup> May 2020
6. Issues and Strategies in Post Pandemic Era Department of operations Management and SCM, Schools of Management Studies. 15<sup>th</sup> -17<sup>th</sup> May 2020
7. Data Analysis using Spreadsheet. Department of Management (BBA), Kristu Jayanti College, Bengaluru. 19<sup>th</sup>- 22<sup>nd</sup> May 2020
8. Covid -19: Its Impact on Society. Department of Education, Dashmesh Girls College, Chak Alla Baksh, Mukerian, Punjab. 22<sup>nd</sup>- 23<sup>rd</sup> May 2020
9. Beat COVID-19 through Effective Crisis Management Techniques. SRM Institute of Science and Technology, Faculty of Science and Humanities, Vadapalani, Chennai. 23<sup>rd</sup> May 2020.

10. Opportunities & Challenges in Financial Sector After Lock-down. South Gujarat PradhyapakpushtakprakashanSahkariMandall Ltd. Surat, Gujarat. 23<sup>rd</sup> May 2020.
11. Post COVID Challenges Before Indian Education System. Council for Teacher Education Foundation (CTEF)&Multani Mal Modi College, Patiala. 29<sup>th</sup> May 2020
12. How to Write a Good Research Project Proposal. Indian Institute of Technology Kanpur. 31<sup>st</sup> May 2020.
13. Webinar on “We Are Stronger Together” Bharatividhyapeeth’s institute of computer Applications and Management, New Delhi. 6 June 2020.
14. Webinar on “Research in Digital Age – Problems and Opportunities”.Bharatividhyapeeth’s institute of computer Applications and Management, New Delhi.12 June 2020.
15. National Level Webinar on “Paradigm Shift From Offline to Online Teaching”. Department of Computer Science & Internal Quality Assurance Cell (IQAC) , KRM DAV College, Nakodar, Jalandhar, Punjab. 13 June 2020.
16. International SAGE TALK on “How to write a Research Paper”.Department of Computer Science and Engineering, Sagar Institute of Research & Technology, Bhopal.16 June2020.
17. International Webinar on “Self Reliant India:New Dimensions Opportunities and Challenges”.NSS,University of Allahabad,Prayagraj. 20-21 June 2020.
- 18.International SAGE TALK on “Does she know that I know that she does not know P?” Department of Computer Science and Engineering, Sagar Institute of Research & Technology, Bhopal.22 June 2020.
19. National Webinar on “The Social and Religious Context of the Martyrdom of Sri Guru TegBahadurJi”Multani Mal Modi College College, Patiala.16 July2020
20. National Webinar on the theme “Hind Di Chadar: Sri Guru TeghBahadur.”Sri Guru TeghBahadur National Integration Chair.26 August 2020
21. “Covid-19 and The State of State Finances”. Department of SocialSciences, Multani Mal Modi College, Patiala. 10 November 2020.

### **Ph.D. Students**

Nil

### **Workshops and Training Courses**

1. Attended UGC Sponsored Faculty Development Program at Multani Mal Modi College, Patiala, (1-15 July, 2014).
2. Attended UGC Sponsored Faculty Development Program at Multani Mal Modi College, Patiala, (9-16 January, 2017).
3. Attended FDP program, Training of trainers on life skills, at Multani Mal Modi College, Patiala, (06-12 July 2015).
4. 7- Days FDP on “Research Methodology for Social Sciences”.Multani Mal ModiCollege, Patiala.20-26 June2020.
5. 4-Week Induction/Orientation Programme for "Faculty in Universities/Colleges/Institutes of Higher Education. Ramanujan college, university of Delhi .04-01 July 2020
6. 2-Weeks Faculty Development Programme on "Advanced Concepts forDeveloping Moocs". Ramanujan college, university of Delhi. 02 -17 July 2020.
7. 5 Days FDP on “Emerging Technologies in transforming business models”. SJB Institute of Technologies, Bengaluru.24 -28 Nov. 2020.
8. Faculty Development Programme on ‘Research Methodology’ from January 12-19, 2022. Organized by Internal Quality Assurance Cell, Multani Mal Modi College Patiala.
9. Two-week Refresher Course in “commerce” from 31 July - 14 August, 2023 by Teaching Learning Centre and Department of Commerce Ramanujan College, University of Delhi.
10. Attended Symposium and Open House discussion on NEP 2020 Policy Praxis Internal Quality Assurance Cell, Multani Mal Modi College Patiala on May 8, 2023.
11. NEP 2020 Orientation & Sensitization Programme under "Malaviya Mission Teacher Training Programme", of University Grants Commission Organized by Punjabi University, Patiala held from 16th Jan. 2024 to 25th Jan. 2024.

## **Membership**

- Life Time Membership of “The Indian Society for Technical Education (ISTE)”, M. No.: LM 97586, 2014.
- St. John Ambulance(India) Indian Red Cross Society, awarded with certificate of First Aid (valid from 14-11-2022 to 14-11-2026)
- St. John Ambulance(India) Indian Red Cross Society, awarded with certificate of Home Nursing (valid from 02-12-2023 to 2-12-26)