




## Shivaji College Faculty Details Proforma

| Title   | First Name   | Last Name   | Photograph  |
|---|--|-------------|---|
| Ms.   | ANUBHA   |             |   |
| <b>Designation</b>  | Assistant Professor                                    |             |  |
| <b>Address</b>  | H.no. 1680, Johri Pura, Jagadhri                       |             |   |
| <b>OfficePhone No.</b>  |  |             |   |
| <b>Residence</b>  |  |             |   |
| <b>Mobile</b>   | 9818715422   |             |   |
| <b>Email</b>  | anubhasaini2007@gmail.com                              |             |   |
| <b>Web-Page</b>   |  |             |   |
| <b>Educational Qualifications</b>   |  |             |   |
| <b>Degree</b>   | <b>University/Institute</b>                            | <b>Year</b> |   |
| <b>Ph.D.</b>  | Pursuing Ph.D. from Kurukshera University, Kurukshetra | 2013        |   |
| <b>M.Phil./M.Tech.</b>  | Ch. Devi Lal University, Sirsa                         | 2008        |   |
| <b>PG</b>   | M.Com from Kurukshetra University, Kurukshetra         | 2006        |   |
| <b>UG</b>   | B.Com from Kurukshetra University, Kurukshetra         | 2004        |   |
| <b>Any Other Qualification</b>  | MBA from Maharishi Dayanand University, Rohtak         | 2010        |   |
|   | UGC NET (Commerce)                                     | 2010        |   |
|   | UGC NET (Management)                                   | 2012        |   |
| <b>Career Profile</b>   |  |             |   |
| <ul style="list-style-type: none"> <li>3 Years Teaching Experience in D.A.V. College for Girls, Yamunanagar.</li> <li>I have been employed as an Assistant Professor (Adhoc basis) in Shivaji College, New Delhi from 17<sup>th</sup> January, 2014 till date.</li> </ul> |  |             |   |

**Administrative Assignments**

**Areas of Interest/Specialisation**

My area of interest is Marketing, Social Media Marketing and E-Commerce.

**Subjects Taught**

I have taught principles of Marketing, E-Commerce, Management Principles, Computer Applications in Business, Advertising and Promotion etc.

**Innovation Project/Research Projects (Major Grants/Research Collaboration)**

**Publications Profile (Research Papers/Books)**

- Anubha (2017). Social Media and Brand Choice: A Study of Delhi and NCR, Amity Business Review, 18(2), 100-113.
- Anubha (2017). Perceptions of social media usage : Perspectives of Brand Choice, Indian Journal of Commerce, 70(3), 54-66.
- Anubha (2017). An Analysis of factors affecting Brand choice on social media, Third Eye, III(IV), 15-26.
- Anubha (2014). Effect of Social Networking Sites usage on Studies, Pacific Business Review, 7(1), 29-36.
- Anubha (2013). Corporate Social Responsibility Economic Progress, Social progress and Challenges, Elixir Finance management, 55(A), 13141-145.
- Anubha (2012). Encouraging clean energy investment in developing economy like India, Elixir Management, 52(A), 11525-532.

**Conference/Seminar/Faculty Development Programme/Workshop**

- Paper presented on 'Impact of Social Media on Brand choice: An Empirical Study' in National Seminar organised by Dept. of Commerce, Kurukshetra University, Kurukshetra on 8<sup>th</sup> march, 2018.
- Paper presented on 'Decode Digital marketing with Incredible Bhagwad Gite Quotes, in Internation Seminar organised by Dept. of Tourism & Univeristy School of Management, Kurukshetra University, Kurukshetra from 25<sup>th</sup>-27<sup>th</sup> November, 2017.
- Paper presented on 'Social Media as a tool for promoting cashless transaction' in Nationa Seminar organised by Dept. of Commerce Aligarh University on 29<sup>th</sup> April, 2017.
- Paper presented on 'Brand Choice on Social Media : A Consumer Perspective' in National Conference organised by Shaheed Bhagat Singh College on 5<sup>th</sup> February, 2016
- Paper presented on 'An analysis Public private Participation in BRICS countries' in National Seminar organised by dept. of Commerce, Kurukshetra University, Kurukshetra.
- Paper presented on 'Emergence of E-personality : Issues and Challanges' in National Conference organised by Dept. of Management, Guru Gobind Singh Indraprastha University, New Delhi on 7<sup>th</sup> November, 2014.

**Research Guidance (*Supervision of Doctoral Thesis/Dissertations*)**

**Awards and Distinctions**

**Memberships**


Himachal Commerce Association, Shimla

**Other Academic Activities**

- I have written Two Modules on 'IT & International Human Resource Management' and 'Knowledge Management' for E-pathshala, 2017.
- I also acted as an organising team in 'Substance Marketplace Immersion Program- India' organised by Professor, Gies College in Business, University of Illinois, Urbana-Champaign on 7<sup>th</sup> January, 2018.

**Cultural/Extracurricular Activities**

Participated in quiz and painting competition at school and college level.



**Signature of Faculty Member**