




Shivaji College Faculty Details Proforma

Title		First Name		Last Name		Photograph
	Ms.		ANUBHA			
Designation	Assistant Professor					
Address	H.no. 1680, Johri Pura, Jagadhri					
OfficePhone No.						
Residence						
Mobile	9818715422					
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Web-Page						
Educational Qualifications						
Degree	University/Institute				Year	
Ph.D.	Completed Ph.D. from Kurukshetra University, Kurukshetra				2018	
M.Phil./M.Tech.	Ch. Devi Lal University, Sirsa				2008	
PG	M.Com from Kurukshetra University, Kurukshetra				2006	
UG	B.Com from Kurukshetra University, Kurukshetra				2004	
Any Other Qualification	MBA from Maharishi Dayanand University, Rohtak				2010	
	UGC NET (Commerce)				2010	
	UGC NET (Management)				2012	
Career Profile						

- 3 Years Teaching Experience in D.A.V. College for Girls, Yamunanagar.
- I have been employed as an Assistant Professor (Adhoc basis) in Shivaji College, New Delhi from 17th January, 2014 till date.

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 and Company Law 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.

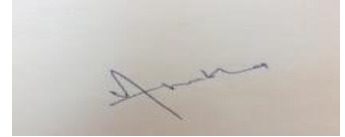
Conference/Seminar/Faculty Development Programme/Workshop

- 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 8th 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 25th-27th November, 2017.
- Paper presented on 'Social Media as a tool for promoting cashless transaction' in National Seminar organised by Dept. of Commerce Aligarh University on 29th April, 2017.
- Paper presented on 'Brand Choice on Social Media : A Consumer Perspective' in National Conference organised by Shaheed Bhagat Singh College on 5th 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 7th November, 2014.

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

Awards and Distinctions

Memberships
Himachal Commerce Association, Shimla
Other Academic Activities
<ul style="list-style-type: none">• 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 'Subsistance Marketplace Immersion Program- India' organised by Professor, Gies College in Business, University of Illinois, Urbana-Champaign on 7th January, 2018.
Cultural/Extracurricular Activities
Participated in quiz and paining competition at school and college level.

A rectangular box containing a handwritten signature in blue ink. The signature is cursive and appears to be the name 'Anurag'.

Signature of Faculty Member