


Curriculum Vitae

Title	Dr.	First Name	ANUBHA	Last Name		Photograph
						
Address		Correspondence Address: 9 block, Ramesh Nagar , New Delhi 110015 Permanent Address : H.no. 1680, Johripura, Near Police Chowki, Jagadhri 135003				
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Educational Qualifications						
Degree		University/Institute			Year	
Ph.D.		Ph.D. from Kurukshetra University, Kurukshetra			2018	
PG		M.Com from Kurukshetra University, Kurukshetra			2007	
		MBA from Maharishi Dayanand University, Rohtak			2010	
UG		B.Com from Kurukshetra University, Kurukshetra			2004	
Any Other Qualification		UGC NET (Commerce)			2010	
		UGC NET (Management)			2012	
		Completed a course on 'Fundamentals of Digital Marketing' by Google			2022	

Career Profile
<ul style="list-style-type: none"> • 3 Years Teaching Experience in D.A.V. College for Girls, Yamunanagar. • 9.2 years teaching experience in Shivaji College, New Delhi as an Assistant Professor. • I have been teaching in Ram Lal Anand College, New Delhi as Assistant Professor in the dept. of Management Studies from 21st March, 2023
Administrative Assignments
Assisted in several administrative task assigned by college and department.
Areas of Interest/Specialisation
My area of interest is Marketing, Social Media Marketing, Marketing Analytics and E-Commerce.
Subjects Taught
I have taught principles of Marketing, E-Commerce, Management Principles, Computer Applications in Business, Cost and Management accounting, Financial Management, Digital Marketing, Advertising and Promotion, etc.
Conference/Seminar/Faculty Development Programme/Workshop/Paper presentation
<ul style="list-style-type: none"> • Attended faculty induction Programme from Teacher Learning Centre, Ramanujan College from 23rd April to 22nd May, 2023. • Attended in International Conference on ‘World peace and Harmony : Insights from Srimad Bhagavadgita’ organized by Kurukshetra University, Kurukshetra from 29th November- 1st December, 2022. • Participated in International Conference on ‘International Conference on Advance Research in Management, Social Science and Humanities’ organized by Hansraj College, New Delhi on 30th October, 2022. • Attended in International Conference on ‘Advances in Business Management : Business Practices in the era of Sustainable development goals 2030’ organized by Shaheed Bhagat Singh (Morning), New Delhi, from 10-11th November, 2022. • Participated in One week (Online) National Faculty Development Programme on “Multivariate Analysis and Structural Equation Modeling” organised by

Shivaji College, University of Delhi from 27th November to 2nd December, 2021.

- Participated in Two weeks FDP on “Managing Online classes and Co creating MOOCS 2.0” from May 18-June 3 July,2020 organised by TLC, Ramanujan College, University of Delhi.
- Participated in 7 day FDP on “Mind sets, knowledge sets and skill sets for 21st Century Youth: Innovations and Adaptions” organized by IQAC, SRCC, University of Delhi in May-June,2020.
- Participated in Online One Week National Faculty Development Program on “Moodle Learning Management System” from May 22, 2020 to May 26, 2020 organised by Sanatan Dharma College, Haryana.
- Attended in the Webinar on ‘Building Self Reliant India in Post Covid Regime’ organised by Department of Commerce, Shivaji College, University of Delhi held on May 19, 2020.
- Attended in the Webinar on ‘Changing Paradigm of Research in Covid Era’ organised by Department of Commerce, Shivaji College, University of Delhi held on May 12, 2020.
- Attended in the webinar on "The Power of Data & Machine Learning" organised by WEBSTERS : The Computer Science Society on Saturday, May 02, 2020, Shivaji College, University of Delhi
- Participated in FDP titled “ICT enabled Higher Education in India” by GAD TLC, SGTB Khalsa, University of Delhi in April,2020.
- Participated in two days national seminar on ‘Changing Business Environment in India : Challenges & Opportunities’ organized by Shyama Prasad Mukherji College for Women, New Delhi from 28th to 29th February, 2020.
- Participated in One day workshop ‘Principles of Marketing’ organized by Kamla Nehru College, New Delhi on 28th Sept., 2019.

Paper Presentation

- Paper presented in International Conference on ‘Bhagavad Gita Insights for Sustainable Strategic Development’ organized by Kurukshetra University, Kurukshetra from 29th November- 1st December, 2022.
- Paper presented in International Conference on ‘Human Resource Analytics: Visualising The Future Human Resource Management’ organized by Hansraj College, New Delhi on 30th October, 2022.
- Paper presented on ‘Consumers’ Perceptual Mapping towards Insurance plans : Marketing Analytical Approach’ in International Conference (20-21Sept, 2020) at MDI, Murshidabad.
- Paper presented on ‘online customers’ reviews insights based on sentiment analysis’ in International Conference (26-27 Nov, 2020) at Sharda University.

Greater Noida.

- 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 International Seminar organised by Dept. of Tourism & University 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 Challenges' in National Conference organised by Dept. of Management, Guru Gobind Singh Indraprastha University, New Delhi on 7th November, 2014.

Awards and Distinctions

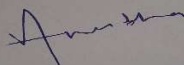
- **Best Paper** award received for research paper presentation on 'Consumers' Perceptual Mapping towards Insurance plans : Marketing Analytical Approach' in International Conference (20-21Sept, 2020) at MDI, Murshidabad.
- **Best Paper** award received for research paper presentation on 'online customers' reviews insights based on sentiment analysis' in International Conference (26-27 Nov, 2020) at Sharda University, Greater Noida.

Publications Profile (Research Papers/Books)

- Anubha (2022). Influence of Social Media on Consumers' Brand Choice: A Moderated Mediation Model, Int. J. of Business Excellence (Accepted in Scopus Listed journal).
- Anubha (2018). An Analysis of Factors Affecting Brand Choice On Social Media, AIMA Journal of Management & Research, 12(4/4).
- 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 (2014). Effect of Social Networking Sites usage on Studies, Pacific Business Review, 7(1), 29-36.

Other Academic Activities

- **Reviewer** in Sage Open Journal from 2022.
- I have written Two Modules on 'IT & International Human Resource Management' and 'Knowledge Management' for E-pathshala, 2017.



Signature