




Faculty Profile: Name of the Faculty
Department of Faculty Member
Ram Lal Anand College, University of Delhi



Title	DR.	First Name	ANUBHA	Last Name	SAIN	Photograph
Designation	Assistant Professor					
Address	168, Johripura, Jagadhri					
Phone Office						
Mobile	817867407					
Email	anubha.bms@rla.du.ac.in					
Institutional Web page	https://rlacollege.edu.in/					
Google Scholar	https://scholar.google.com/citations?user=7LfigYYAAAAJ&hl=en&authuser=2					
Research Gate	https://www.researchgate.net/profile/Anubha-Saini-2 https://www.researchgate.net/profile/Anubha-Saini-2					
ORCID ID	0000-0002-6214-1517					
Scopus ID						
Researcher ID						
Vidwan ID	236777					
Educational Qualifications						
Degree	Institution				Year	
Ph.D.	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		
<p>3 Years Teaching Experience in D.A.V. College for Girls, Yamunanagar.</p> <p>9.2 years teaching experience in Shivaji College, New Delhi as an Assistant Professor.</p> <p>I have been teaching in Ram Lal Anand College, New Delhi as Assistant Professor in the dept. of Management Studies from 21st March, 2023</p>		
Administrative Assignments		
Assisted in several administrative task assigned by college and department.		
Areas of Interest / Specialization		
My area of interest is Consumer behaviour, Digital marketing, Social Media Marketing, Marketing Analytics, E-Commerce		
Subjects Taught		
I have taught principles of Marketing, E-Commerce, Digital Marketing, Management Principles, Computer Applications in Business, Cost and Management accounting, Financial Management, Consumer Behaviour, Entrepreneurship development and Advertising and Promotion, etc.		
Research Guidance		
NA		
Publications Profile		

Patents: Registered One Patent of Artificial Intelligence based system for Metaverse Marketing data Analysis on 11 Dec 2024.

Papers:

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.

Chapters in books and e-chapters (Published)

NA

Conference Organization/ Presentations

Events Organized:

Invited Talks, Resource person, invited Chairperson, Conference Paper presentations (Oral):

Invited to deliver a guest lecture on 'Digital Marketing' on 3 August 2024 at Dept. of Commerce, Kuk

Presentations: International

Presentations: National

- Present a paper on 'Transformation of education through Artificial Intelligence' in three days International Conference organised at Symbiosis Pune from 16-18 December 2024.
- Presented a research paper on 'Integration of Artificial Intelligence in Higher Education – A road ahead to Viksit Bharat 2047' in Two days International Conference organized by Dept. of Commerce , Delhi School of Economics , University of Delhi from 14th to 15th March, 2024.

- Presented a paper ‘Unboxing of Consumers Emotions’ in a two days international conference organized by Berchman Institute of Management Studies, Kerala from 29th February to 1st March 2024.
- 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

Internships Conducted: One summer internship was conducted in June 2023

Research Projects (Major Grants/Research Collaboration)

NA

Awards and Distinctions

- **Best Paper** award received for research paper presentation on ‘Integration of Artificial Intelligence in Higher Education – A road ahead to Viksit Bharat 2047’ in Two days International

Conference organized by Dept. of Commerce , Delhi School of Economics , University of Delhi from 14th to 15th March, 2024.

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· **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.

Association With Professional Bodies

Lifetime Member of Indian Commerce Association

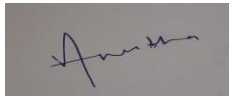
Other Activities

Research

Participations:

International

National



Signature of Faculty Member