



Faculty Profile
Ram Lal Anand College, University of Delhi
Accredited by NAAC with A+ Grade
ISO 21001: 2018 and ISO 9001: 2015
NIRF 2025 AI Rank - 90



Title	Dr.	Name	Anubha	
Department	Management Studies			
Designation	Assistant Professor			
Phone				
Email	anubha.bms@rla.du.ac.in			
Institutional Web page	https://rlacollege.edu.in/			
Google Scholar ID	https://scholar.google.com/citations?user=7LfigYYAAAAJ&hl=en&authuser=2			
Research Gate ID	https://www.researchgate.net/profile/Anubha-Saini-2 https://www.researchgate.net/profile/Anubha-Saini-2			
ORCID ID	0000-0002-6214-1517			
Scopus ID	59934452800			
Researcher ID	Web of science : HDN-4744-2022			
Vidwan ID	https://vidwan.inflibnet.ac.in/profile/236777			
Educational Qualifications				
Degree	Institution			Year
Ph.D	Kurukshetra University, Kurukshetra			2018
MCOM MBA	Kurukshetra University, Kurukshetra and MDU, Rohtak			2007, 2010
BCom	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				
Permanent/ Temporary/ Contractual/ Adhoc Teaching Experience					
Designation	Institution	Duration	From	To	Nature
Assistant Professor	Ram Lal Anand College, University of Delhi	3 Years	2023	Till date	Permanent
Assistant Professor	Shivaji College, University of Delhi	9 Years	2014	2023	Adhoc
Industry Experience (If any)					
Designation	Company	Duration	From	To	
Research Experience					
Designation	Institution	From	To		
Administrative Assignments					
Areas of Interest / Specialisation					
1. Consumer behaviour 2. Digital marketing, Social Media Marketing					

3. Marketing Analytics 4. AI and Technology
Subjects Taught
Human Resource Management, principles of Marketing, E-Commerce, Digital Marketing, Management Principles, Computer Applications in Business, Cost and Management accounting, Financial Management, Consumer Behaviour, Entrepreneurship development, Advertising and Promotion, International business, new age marketing etc
Research Guidance (if any)
Research Projects (Major Grants/Research Collaboration)
Ongoing Project:
Completed Projects :
Publications
Papers: 1. Saini, Anubha (2025). Structural Analysis of Sustainable Fashion Adoption: An Integrated TISM and MICMAC Approach , Journal of Sustainable Marketing, 2025.

2. Saini Anubha (2022). Influence of Social Media on Consumers' Brand Choice: A Moderated Mediation Mode , Int. J. of Business Excellence (Accepted in Scopus Listed journal). 3. • Anubha (2018). An Analysis of Factors Affecting Brand Choice On Social Media, AIMA Journal of Management & Research, 12(4/4). 4. • Anubha (2017). Social Media and Brand Choice: A Study of Delhi and NCR, Amity Business Review, 18(2), 100-113. 5. • Anubha (2017). Perceptions of social media usage : Perspectives of Brand Choice, Indian Journal of Commerce, 70(3), 54-66. 6. • Anubha (2014). Effect of Social Networking Sites usage on Studies, Pacific Business Review, 7(1), 29-36.
Patents
International Patents: Indian Patent Applied: 1 1. Patents: Registered One Patent of Artificial Intelligence based system for Metaverse Marketing data Analysis on 11 Dec 2024.
Chapters in books and e-chapters (Published)
1. Yadav, Saini, A and Daga (2026). The Transformation of Education through Artificial Intelligence Technology: Unveiling Insights through Bibliometric Analysis, Technology and Beyond, Taylor & Francis. 10.1201/9781003755005-28
Conference Organisation/ 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

1. • Present a paper on ‘Transformation of education through Artificial Intelligence’ in three days International Conference organised at Symbiosis Pune from 16-18 December 2024.
2. • 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.
3. • 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.
4. • Paper presented in International Conference on ‘Bhagavad Gita Insights for Sustainable Strategic Development’ organized by Kurukshetra University, Kurukshetra from 29th November- 1st December, 2022.
5. • 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.
6. • Paper presented on ‘Consumers’ Perceptual Mapping towards Insurance plans : Marketing Analytical Approach’ in International Conference (20-21Sept, 2020) at MDI, Murshidabad.
7. • Paper presented on ‘online customers’ reviews insights based on sentiment analysis’ in International Conference (26-27 Nov, 2020) at Sharda University, Greater Noida.
8. • 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.
9. • 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.
10. • 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.
11. • Paper presented on ‘Brand Choice on Social Media : A Consumer Perspective’ in National Conference organised by Shaheed Bhagat Singh College on 5th February, 2016

12. • Paper presented on ‘An analysis Public private Participation in BRICS countries’ in National Seminar organised by dept. of Commerce, Kurukshetra University, Kurukshetra. 13. 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
1. Best Paper award received for research paper presentation on ‘A study of Usage and perception of Ai chatbots among students at higher Education’ in Two days International Conference organized by Dept. of Commerce , Hansraj college , University of Delhi from 22-23 August, 2025. 2. 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. 3. • Best Paper award received for research paper presentation on ‘Consumers’ Perceptual Mapping towards Insurance plans : Marketing Analytical Approach’ in the International Conference (20-21Sept, 2020) at MDI, Murshidabad. 4. • Best Paper award received for research paper presentation on ‘online customers’ reviews insights based on sentiment analysis’ in the International Conference (26-27 Nov, 2020) at Sharda University, Greater Noida.
Association With Professional Bodies
1. Lifetime Member of Indian Commerce Association
Other Activities

Anubha

Signature of Faculty Member