


## Ramanujan College

### FACULTY PROFILE

<b>FIRST NAME</b>	Pranita	<b>MIDDLE NAME (if any)</b>		<b>PHOTOGRAPH (ATTACH BELOW)</b> 
<b>LAST NAME</b>	Srivastava			
<b>DEPARTMENT</b>	Commerce			
<b>DESIGNATION</b>	Assistant Professor			
<b>GENDER</b>	Female			
<b>LANGUAGE PROFICIENCY</b>	Hindi and English			
<b>ADDRESS</b>	B – 901 Himachali CGHS Sector – 3 Plot No – 8 Dwarka New Delhi – 110078			
<b>EMAIL</b>	Pranita.srivastava@ramanujan.du.ac.in			
<b>EDUCATIONAL QUALIFICATIONS:</b>				
<b>DEGREE</b>	<b>INSTITUTION</b>		<b>YEAR</b>	
B.Com Hons.	Deen Dayal Upadhyaya College, University of Delhi		2011	
M.Com	IGNOU		2017	
<b>CAREER PROFILE: TEACHING EXPERIENCE</b>				
<ol style="list-style-type: none"><li>1. Guest Faculty (Swami Shraddhanand College, University of Delhi) Experience: 1 Year</li><li>2. Ad-Hoc (Shaheed Bhagat Singh Evening College, University of Delhi) Experience: 2 Years and 5 Months</li><li>3. Assistant Professor (Ramanujan College, University of Delhi) Experience : 1 Year and 5 Months+ (Ongoing)</li></ol> <p>Total Teaching Experience : 4 Years and 10 months+</p>				
<b>CAREER PROFILE: INDUSTRY EXPERIENCE</b>				

Worked as Associate Data Analyst (Advertising), Annalect – The Omnicom Media Group, Gurugram. Experience: 2 Years and 2 Months

**ADMINISTRATIVE ASSIGNMENTS: (List any administrative roles or responsibilities you have held)**

1. Convenor, Shivranjani (The Music Society)
2. Assisted with application screening for the Department of Hindi for interviews for the position of Assistant Professor.
3. Convenor, RamComm (The Commerce Society)

**AREAS OF INTEREST / SPECIALIZATION: (Highlight your specific areas of interest or fields of specialization within your subject area)**

1. Computer Applications in Commerce and Business
2. Marketing Management

**SUBJECTS TAUGHT: (List all the subjects you have taught)**

1. Company Law, B.Com Hons.
2. Business Law, B.Com Hons.
3. Principles of Marketing, B.Com Prog.
4. Advertising, Personal Selling and Salesmanship, B.Com Prog.
5. Financial Accounting (Tally), B.Com Hons.
6. Financial Management, B.Com Prog

**COURSE DEVELOPMENT: (Mention any courses you have developed or contributed to designing)**

NA

**RESEARCH GUIDANCE: (Provide details on research supervision, indicating the number of doctoral and postgraduate students guided)**

NA

**PUBLICATIONS PROFILE: RESEARCH PAPERS (List your published research papers, including the title, journal, and year)**

1. **Analyzing the Influence of Price Value as a Moderator in the Relationship between Hedonic Motivation and Purchase Intentions for Online Beauty Products, Journal of Research Administration, 2023.**
2. **Exploring the Critical Drivers of Online Purchase Intention for Beauty Products: A Quantitative Analysis of Social Media Influence, Educational Administration: Theory and Practice, 2023.**
3. **Beauty with a Conscience: Can Technology Bridge the Gap Between Eco-Awareness and Sustainable Online Choices?, International Management Review, 2024.**

**PUBLICATIONS PROFILE: BOOK CHAPTERS (List your published book chapters, including the title, publisher, ISBN and year)**

NA

**PUBLICATIONS PROFILE: OTHERS (Mention any other relevant publications details)**

NA

**CONFERENCE / WORKSHOPS/ REFRESHER/ FDP/ TRAINING ORGANIZED**

**Organizing member, Two-week Faculty Development Programme in Research Methodology and Data Analysis (Online), Department of Commerce & Teaching Learning Centre, Ramanujan College, University of Delhi, 14<sup>th</sup> December 2023 to 28<sup>th</sup> December 2023**

**CREATION OF ICT MEDIATED TEACHING LEARNING PEDAGOGY AND CONTENT**

NA

**CONFERENCE/WORKSHOPS/TRAINING ATTENDED AS FACULTY MEMBER**

1. **4-Week Faculty Induction/Orientation Programme for “Faculty in Universities/Colleges/Institutes of Higher Education”, Teaching Learning Centre, Ramanujan College, University of Delhi**
2. **Refresher Course on Shrimad Bhagavad Gita: Enlightenment and Relevance, Teaching Learning Centre, Ramanujan College, University of Delhi**
3. **Faculty Development Program, Publishing in High-Impact Journals: Strategies for Effective Writing and Leveraging AI in Research, Research Cell, Banarsidas Chandiwala Institute of Professional Studies.**
4. **Paper Presentation, Alleviating Perceived Risks via Social Media Marketing: Approaches to Encourage Circular Economy Practices in India’s Food and Beverage Industry, 12<sup>th</sup> National Conference, BCIPS, IP University**
5. **5 Days Workshop on Structural Equation Modelling with SmartPls 4, EdMaestro Pvt Ltd.**
6. **Paper Presentation, Exploring The Effects Of Utaut Model Factors On Trust In Green Claims Of Sports Equipment And Purchase Intentions, International Conference of Sports Science & Management, Organized by School of Business Studies, Sharda University and Ministry of Youth Affairs.**

**INVITED LECTURES AS RESOURCE PERSON AND PAPER PRESENTATIONS:**

NA

**RESEARCH PROJECTS (MAJOR GRANTS/RESEARCH COLLABORATION)**

NA

**AWARDS AND DISTINCTIONS:**

NA

**ASSOCIATION WITH PROFESSIONAL BODIES:**

**Member of Indian Commerce Association**

**OTHER ACTIVITIES: (Include any additional relevant activities or contributions not covered in the above sections.)**

**Pursuing Ph.D in Marketing Management, Expected to be Completed by 2025.**