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| **Name of the Faculty**: **Dr Pallavi Mahajan** |
| C:\Users\DELL\Downloads\WhatsApp Image 2023-07-10 at 7.55.34 PM.jpeg | **Designation: Assistant Professor****Department: Commerce** |
| **Education:** **B.Com, M.Com, NET, M. Phil, Ph. D** |
| **Contact info: 9070943333** | **Areas of Interest****Teaching: Micro Economics, Consumer Behavior, Marketing and HRM****Research: HRM** |
| **Subjects Taught: Micro Economics, Business Communication, Business Environment, etc.** |
| **Research:*** Ph. D. on “Impact of Advertisement on Consumer (With Special Reference to Women Consumer)”
* M. Phil on “Factors Influencing the Relationship Between Professional Identification and Organisational Identification”
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| **Publications:** 1. P. Mahajan, “Examining the Influence of Career Satisfaction and Professional Image on Professional Identification” in International Journal of Scientific Research, ISBN: 2277-8179, Vol 06: Issue 11, 2017, pp. 17-19.
2. P. Mahajan, “An Analysis of Consumer Response on Brand Awareness of Anchor Tooth paste in Jammu” in International Journal of Scientific Research, ISBN: 2277-8179, Vol 07: Issue 01, 2018, pp. 33-34.
3. P. Mahajan, “Examining the Influence of Perceived External Prestige, Need Satisfaction, Communication Climate and Job Satisfaction on Organisational Identification” in International Journal of Scientific Research, ISBN: 2277-8179, Vol 07: Issue 01, 2018, pp. 42-46.
4. P. Mahajan, “Examining the Influence of Professional Identification on Organisational Identification” in Global Journal of Research Analysis, ISBN: 2277-8160, Vol 07: Issue 03, 2018, pp. 17-1
 |
| **Conferences-Seminars Presentations and Participations:** * Presented a research paper ‘Role of Human Capital in Promoting Sustainable Economic Development’ at “International Conference on Technological Transformation & Sustainability: Perspectives & Challenges”, Organized by DAV Centenary College, Faridabad (March 31, 2023)
* Presented a research paper ‘Market economy and challenges of sustainability’ at “International Conference on Technological Transformation & Sustainability: Perspectives & Challenges”, Organized by DAV Centenary College, Faridabad (March 31, 2023)
* Presented a research paper ‘Renewable and clean energy : a leap towards green living’ at “International Conference on Technological Transformation & Sustainability: Perspectives & Challenges”, Organized by DAV Centenary College, Faridabad (March 31, 2023)
* Presented a research paper ‘G20 Priorities: Corporate Governance in Emerging Economies’ at “International Conference on India's G20 Presidency: Role, Challenges and Solutions in Creating One Earth, One Family and One Future (ICIGP 2023)”, Organized by IMT, Faridabad (22nd April 2023)
* Presented a research paper ‘G20 Priorities: Zero Hunger and Sustainable Development’ at “International Conference on India's G20 Presidency: Role, Challenges and Solutions in Creating One Earth, One Family and One Future (ICIGP 2023)”, Organized by IMT, Faridabad (22nd April 2023)
 |
| **Any Other (as per requirement)** * Delivered lecture on “Communication skills” at JC Bose University of Science &

Technology (YMCA), Faridabad.* Delivered lecture on “India’s G20 Priorities” at JC Bose University of Science Technology (YMCA), Faridabad.
* Delivered lecture on “Elasticity of Demand” at JC Bose University of Science &

 Technology (YMCA), Faridabad.* Best Teacher Award 2022, by Department of Business Studies, JC Bose University of Science and Technology (YMCA) Faridabad.
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