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| **Name of the Faculty**: Ms. Pranita Srivastava | |
| Insert your photograph | **Designation: Assistant Professor**  **Department: Commerce** |
| **Education: B.Com Hons., M.Com, PGDM in Marketing, Ph.D in Marketing (Pursuing)** |
| **Contact info:** [**Pranita.srivastava@ramanujan.du.ac.in**](mailto:Pranita.srivastava@ramanujan.du.ac.in)  **+91 8527980867** | **Areas of Interest: Marketing, Research Methodology, Finance, Computer Applications**  **Teaching:** Accounting in Computers, Data Management using Excel, Marketing  **Research:** Marketing |
| **Subjects Taught: Business Law, Principles of Marketing, Financial Accounting using Tally Prime, Company Law, Financial Literacy, Fundamentals of Investments, Financial Management.** | |
| **Research:** | |
| **Publications:**   |  |  |  |  |  | | --- | --- | --- | --- | --- | | S.No | Paper | Journal Name | Vol | ISSN | | 1 | Supply Chain Management in Retail Sector: with Special reference to Big Bazar | Shodh Sanchar Bulletin | Vol. 10, Issue 38 (III) April-June 2020 | 2229-3620 | | 2 | An Analytical Study of Staff Turnover: Reasons and Solutions | Shodh Sarita | Vol. 7, Issue 26, April-June, 2020 | 2348-2397 | | 3 | Sustainable Development in India: Challenges and Efforts made to achieve Sustainable Development Goals by 2030 | RESEARCH REVIEW International Journal of Multidisciplinary | Volume-05, Issue-04, April-2020 | 2455-3085 | | 4 | AN EXPLORATORY IMPACT OF SOCIAL MEDIA INFLUENCER MARKETING ON CONSUMER | Kaav International Journal of Arts, Humanities & Social Sciences | VOL-9/ISS-1/JAN-MAR 2022/ | 2348-4349 | | 5 | 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 | Vol 5, Issue 2 | 8852-8876 | | |
| **Research Guidance** | |
| **Books/Chapter:** | |
| **Conferences-Seminars Presentations and Participations:**   |  |  |  |  |  | | --- | --- | --- | --- | --- | | S.No | Paper Presentation | Name of the Conference | Organized By | Date | | 1 | An Analysis of Customer Perspective towards online food delivery service apps before and during covid-19 in Delhi NCR. | First International Conference on Advancements in Engineering, Management, Science and Technology (ICEMEST) | CSI College of Engineering, Ketti, India *in collaboration with* Global Conference Hub, Coimbatore India | 10th and 11th September 2021 | | 2 | Green Technology and Sustainable Development | Two-Days International Seminar on | Department of Geography | 3rd-4th February 2023 | | “GREEN TECHNOLOGIES FOR A SUSTAINABLE- | Swami Shraddhanand College | | WORLD: A G-20 VISION” | University of Delhi, India | |  | in association with | |  | Institute Mines-Telecom Business School, | |  | University of Paris, France | | 3 | Sustainable Development in India: Challenges and Efforts Made To Achieve Sustainable Development Goals By 2030 | International Conference on Sustainable development in Commerce, Management & Technology | Research Affairs Committee, Rajdhani College, University of Delhi, Indian Commerce Association, Delhi-NCR Chapter, & Pinaki Technno, India | 26-27 February 2023 | | 4 | Examining how environmental consciousness and perceived value influence technology adoption for sustainable consumption of online beauty products | Global conference on emerging technologies leading towards sustainable entrepreneurship, economics, tourism, Healthcare, Media, Education supporting Green Environmental Practices and Business Growth | Confab 360 | 8-9 December 2023 | | |
| **Any Other (as per requirement)** | |