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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****+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:**

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| --- | --- | --- | --- | --- |
| 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 |

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| **Research Guidance** |
| **Books/Chapter:** |
| **Conferences-Seminars Presentations and Participations:**

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| --- | --- | --- | --- | --- |
| 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 |

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| **Any Other (as per requirement)**  |