

Curriculum Vitae (CV)

Teaching Experience

38 years

Publications (Recent few):**Research Papers in Journals:**

1. Marketing's Crystal Ball: Where We Are and Where We Can Be with GenAI in Marketing. (2024). *Journal of Cultural Marketing Strategy*. DOI. SCOPUS.
2. A Study on How Celebrity Endorsements Affect Business Performance Through Evaluation of Consumer Preferences. (2024). *Global Business Review*. <https://doi.org/10.1177/09721509241257624>. SCOPUS, ABDC.
3. Evaluating The Impact of Influencer Following on The Level of Social Media Engagement. (2023). *Journal of Global Business and Technology*, 19(2), 98-115. SCOPUS.
4. The Impact of Celebrity Endorsers and Influencer Marketers on Consumer Behaviour. (2023). *Journal of Cultural Marketing Strategy*, 8(1), 32-49. SCOPUS.
5. Analyzing Influence of Attractiveness and Credibility of The Celebrity Upon Ad Recall and Purchase Intention Of The Consumer. (2023). *Journal of Namibian Studies*, 33, 5093-5111. SCOPUS.
6. Multivariate Analysis on Gender Inequality in Post Retirement Benefits. (2022). *International Journal of Research in Innovative Multidisciplinary Studies*, 1(1), 15–19.
7. The Aquatic Epidemic: Water Scarcity in Uttarakhand. (2021). *International Journal of Applied Research*, 7(4), 255–257.
8. Antitrust Regime and its Impact on the Indian E-Commerce Industry. (2018). *Journal of Emerging Technologies and Innovative Research*, 5(1), 1166-1170. UGC CARE.

Books:

1. *Handbook on GST & Customs Law for B.Com (Hons), B.Com.* (2018). ISBN: 978-81-7307-167-5.
2. *Income Tax Law and Practice for B.com (Hons).* (2018). ISBN: 978-81-7307-169-0.
3. *Income Tax and Auditing for B.Com (Hons).* (2018). ISBN: 978-81-7307-170-5.
4. *Income Tax Law and Practice for B.com (Hons), B. Com., BBA.* (2017). ISBN: 978-81-7307-163-8.
5. *Income Tax and Auditing for B. Com.* (2017). ISBN: 978-81-7307-164-5.

6. Income Tax Law and Practice for B. Com (Hons). (2010-2016).
7. Income Tax and Auditing for B. Com (Hons). (2010-2016).
8. Corporate Tax Planning, Procedures & Management for CA (Final), M.Com, MBA B.com (Hons). (2007-2010).

Book Chapters:

1. Innovative Training and Development Methodologies for Dynamic HR Paradigm. (2019). In Industry 4.0 and Future of Work, Bloomsbury International Publications. ISBN: 978-93-89714-70-8.
2. संत रविदास का भारतीय संस्कृति में योगदान. (2019). In सामाजिक सरोकारों के बुनियादी स्वर, 45-47. ISBN: 978-93-88891-63-9.
3. Exploring Survival Possibility through Sustainable Chemistry. (2019). In 2nd International Conference on Innovations in Chemical, Biological and Environmental Sciences. ISBN: 978-93-83861-97-2.
4. Workspace Enhancement with Employee Engagement. In Contemporary Issues In Business Excellence in The Era of Digitization. ISBN: 978-93-5351-876-9, 103-107.
5. Challenges to Neophyte Revolution in Women Entrepreneurship in India. In Role of Women Entrepreneurship in Socio-Economic Development of India. ISBN: 978-93-87633-08-7.
6. Companies Act, 2013 – A Revolution in the Indian Corporate Law. (2017). In Emerging Trends in Corporate and Taxation Laws. ISBN: 978-93-82112-61-7.
7. Contributions of Rajiv Gandhi - Rajiv Gandhi's Role in Bringing a Revolution through Information and Communications Technology. (2016). In Rajiv Gandhi – Pioneer of India's 21st Century. ISBN: 978-81-924731-7-8.

National / International Conference Papers:

1. Governing with Algorithm: A Structured Approach for Responsible AI Integration in Public Policy. (2024). IIM Bangalore, XIX International Conference on Public Policy & Management.
2. Exploring Goldilocks Duration: Optimum In-Content Ad Length in YouTubers' Content. (2024). Academy of Marketing Conference 2024, Cardiff Business School, UK.
3. Analysis of Artificial Intelligence led Influencer-Product-Consumer Congruency on Purchase Intention and Consumer Recommendation. (2023). 74th International Conference One Earth, One Family, One Future.
4. Innovative Marketing in the World of Metaverse and Generative AI. (2020). International

Conference on World Outlook organized by Chaudhary Charan Singh University.

5. Gandhi's Thought on Justice – Socio Political Analysis. (2019). International Conference In Dialogue with Mahatma Gandhi organized by SPM College.
6. Gender and Sensitization. (2019). Two Day National Seminar on Interrogating Gender: Literature, Law and Society in India at SPM College.
7. Impact of Media over Society and Youth. (2019). Two Day National Seminar on Media: Language, Society and Culture at SPM College.
8. Challenges to Artificial Intelligence (AI) linked Neophyte Revolution in Women Entrepreneurship in India. (2019). National Seminar on Role of Women Entrepreneurs in Socio-Economic Development of India organized by Bharati College and ICSSR.
9. Workspace Enhancement with Employee Engagement. (2019). National Seminar on Contemporary Issues in Business Excellence in the Era of Digitalization organized by Dr. Akhilesh Das Gupta Institute of Technology and Management (ADGITM).
10. Innovating Creativity in Corporate Social Responsibility through Artificial Intelligence (AI). (2019). International Multidisciplinary Conference on Changing Landscape: Business Management Technology & Social Innovations organized by Poona Institute of Management Sciences & Entrepreneurship.
11. Psychology of Gender Diversity at Workplace. (2019). National Seminar on Beyond the Binary: A Look at Gender Diversity organized by Mahila Mahavidyalaya and Centre for Women's Studies and Development.
12. Innovation in International Business Practices – Implementation of New Taxation Regime. (2019). National Conference on Innovations in Business Practices organized by Institute of Management Studies, Banaras Hindu University and AIC Mahamana Foundation for Innovation and Entrepreneurship.
13. Economic Policy for Marginalized Society – A Critical Analysis. (2019). National Seminar on Dr. B.R. Ambedkar's Vision on Social Inclusion organized by Centre for Study of Social Exclusion & Inclusion Policy and ICSSR.
14. Innovative Work Behavior – The Key to Productivity. (2019). National Conference on Innovations in Business Practices organized by Institute of Management Studies, Banaras Hindu University and AIC Mahamana Foundation for Innovation and Entrepreneurship.
15. Exploring Survival Possibility through Sustainable Chemistry. (2019). 2nd International Conference on Innovations in Chemical, Biological and Environmental Sciences organized in association with Royal Society of London, Indian Science Congress Association, Green Chemistry Network Centre, University of Delhi and Arya Post Graduate College.

Awards/Recognition:

Best Teacher Award

Other Responsibilities:

Bursar, worked in several administrative committees such as infrastructure, building, discipline, canteen, IQAC, alumni, mentorship, screening committee for teaching and non-teaching staff, admissions, examination and invigilation, attendance register and prospectus, time table, magazine, annual day, sports day, students' advisor, academic supervisor, library, provident fund committee.