

## CURRICULUM VITAE



Dr. Rohini Baghel

Assistant Professor

Department of Commerce

Delhi College of Arts & Commerce

University of Delhi

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### Education Qualification

- Ph.D. from Banasthali University, Rajasthan
- M.B.A from Banasthali University as a major in marketing & minor in finance.
- Graduation from Maharishi Dayanand University Rohtak.

### Ph.D. Topic: -

- Topic: - The Impact of Factors Including Online discount on consumer shopping behavior During Festival Season.
- Completed in 2022 January

### Areas of Research

- E-commerce
- Consumer Buying Behavior
- AIDA Model
- Advertisements strategy

### Paper Publication

- Published a research paper entitled, “Impact of Online Sales Promotion on Women’s Buying Attitude”. In the journal of AGEAEUM, 2018, ISSN NO- 0776-3808.

- Published a research paper entitled, “The Role of Online Advertisement in Consumer Buying” International Journal of Interdisciplinary Global Studies, Spouse Journal ISSN NO- 2324-755X.
- Published a research paper entitled, “Impact of online shopping on consumer buying behavior in India” International Journal for Research in Engineering Application & Management, UGC Care List ISSN NO- 2454-9150.
- Published a research paper entitled, “Evaluating Factors Influencing Consumers’ Satisfaction towards Online Shopping in India” “Research Journal of Management Science” ISSN2319-1171.

### **Conference/ Paper Presentation**

- Participation in IIM FDP programmer, “Advanced Multivariate Data Analytics Moderation and Mediation Analysis using AMOS & Process Macro in 2022
- “Bhartiya Prabandhan” attends the National Conference in Banasthali Vidyapith in 2018.
- Paper presentation at GLA University, Mathura.
- “Changing Paradigm of Emerging Finance Markets” Attended the International Management Conference in GLA University, Mathura.
- Paper Presentation in IES’s Management College and Research Centre.
- “Envisioning and Rethinking Strategies for Business, economy, Governance and Society in New Normal” International conference in IESMCRC, Mumbai.

### **Academic Projects at Post Graduation Level**

Name of the company : Axies Technology

Area of study : Digital Marketing/ sales

Title : Study of Marketing Strategies

Duration of the Project : 6 Months

Description: Project Report Topic “Study of Marketing Strategies” How to increase sales in CCTV cameras, used by digital marketing apps & web portals. Like India mart, Trade India, etc....

## **Academic Project at the Graduation Level**

Name of the company : Ronald Web Offset Pvt. Ltd.

Area of study : Human Resource

Title : Effectiveness of Training

Duration of the Project : 45 days

Description: At Ronald, I have carried out a survey within the Organization to know the perception of the employees regarding the training methods at Ronald to identify how training assists the employees to acquire skills, knowledge, and attitude and also enhance the same.

### **Taught in subjects: -**

1. Management Principles & Application
2. Digital Marketing
3. Marketing for beginners
4. Marketing Management

### **Professional experience: -**

- Assistant professor in the School of Open Learning, University of Delhi.
- Researcher Associate at Banasthali University, Rajasthan.
- 7 months experience as a Senior Sales Coordinator in Servo Star India Ltd in Noida U.P.

### **Achievements**

- Joint Entrepreneur Development cell under “NAVJYOTI SBBJ” at Banasthali Vidyapith.
- Participated in the Udaan session that takes place in Banasthali Vidyapith.
- Participated in Navotkarsh event held under Banasthali campus.
- Participated in Youth Money Olympiad takes place in Banasthali.

## **Personal Details**

Husband Name- Dr. Sarvan Singh Baghel

Residential Address: - MCF 494/1149 Near sector 29 bypass road PNB bank Faridabad  
Haryana

Date:- 07/7/2023

Dr. Rohini Baghel