


Faculty Details Page on College Web-site

Title	Ms	First Name	Sangeeta	Last Name	Gupta	<div style="text-align: center;">  </div>
Designation	Assistant Professor					
Department	Commerce					
Address	DCAC					
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Education						
Subject	Institution		Year	Details		
M.Com	Guru Jambheshwar University of Science & Technology,Hisar		2010	1st Division		
PGDBM	JIMS,Delhi		1998	1st Division		
PGDHRM	IGNOU,Delhi		2005	Grades		
Pursuing PhD						
Career Profile						
Organisation / Institution		Designation	Duration	Role		
Delhi College of Arts & Commerce,DU		Assistant Professor	3.5years	Teaching		
IMS, Ghaziabad		Lecturer	1 year approx.	Teaching		
Research Interests / Specialization						
Marketing and Human Resource Management						
Teaching Experience (Subjects/Courses Taught)						
HRM & Marketing/B.Com (H/P)						
Honors & Awards						
Publications						
<p>1.Factors influencing the Consumption Pattern of Male Cosmetics in Delhi by an Urban Male, International Organization Of Scientific Research-Journal of Business Management ,p-ISSN-2319-7668, Dec -2013, Vol 15,Issue 2,pg no.29-36</p>						
<p>2. A Study of Buying Decision Influencers for Passenger Car Segment in New Delhi, International Journal of Business and Management Invention, p-2319-801X, Dec -2013,Issue 12, Vol 2, version 1,pg no.64-71</p>						

<p>3. Study of Affecting Drivers & Social Media towards Online buying Behaviour in New Delhi, International Journal Of Innovative Research & Studies,issn- 2319 – 9725, Dec -2013, Vol. 2,Issue-12, pg no.357-368</p>
<p>4. A Study of Consumer Attitude and Awareness towards Green Marketing and Green Branding, Indian Journal of Applied Research,issn- 2249-555X, Jan -2014,Vol. 4,Issue 1,pg no.66-70</p>
<p>5. Study to see the Impact of marketing Mix Elements on Consumer Brand Preference for Sports Utility Vehicle (SUVs) in New Delhi, Intellectual Resonance-DCAC Journal of Interdisciplinary Studies,issn- 2321-2594, Dec -2013,Vol. I,Issue -II,pg no.145-153</p>
<p>6. An Empirical Study of Brand choice for Sports Utility Vehicles (SUVs) in New Delhi, SCOUR Journal of Institute of Productivity & Management (IPM), Meerut,issn- 0976 – 0873, Jan -2014,Vol 14,Issue 1,pg no.36-52</p>
<p>7. Impact of Determinants and Social motivators on choice of Mobile Service Operators in New Delhi, 8 M JIMS-The Journal of Indian Management & Strategy,issn- 0973-9343, Jan -2014,,Vol-19,Issue-1,Pg 31-37</p>
<p>8. To measure the levels of Financial Literacy among individuals of Delhi, PARIPEX-Indian Journal Of Research,issn- 2250-1991, Jan 2017, Vol 6, Issue-1,pg 62-66</p>
<p><u>Conference Presentations</u></p>
<p>Public Service / University Service / Consulting Activity/College Committee members</p>
<p>Professional Societies Memberships</p>
<p>Projects (Major Grants / Collaborations)</p>
<p>Other Details</p>