


FacultyDetailsonCollegeWeb-site

Title	DR.	First Name	SANGEETA	LastName	GUPTA	
Designation	ASSISTANT PROFESSOR					
Department	COMMERCE					
Address	DELHI COLLEGE OF ARTS & COMMERCE,UNIVERSITY OF DELHI,DELHI					
(Residence)						
(Residence)optional						
Mobile	9873341458					
Fax						
Email	sangeeta.gupta@dcac.du.ac.in					
Web-Page						
Education						
Subject	Institution		Year	Details		
PHD	JAGANNATH UNIVERSITY,JAIPUR		2017	A STUDY OF DIMENSIONS OF FINANCIAL LITERACY AND ITS RELATIONSHIP WITH HOUSEHOLD SAVINGS & INVESTMENT		
M.COM	GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,HISAR		2010	SPECIALIZATION IN MARKETING		
Organisation/ Institution						
Designation		Duration	Role			
DELHI COLLEGE OF ARTS &COMMERCE,UNIVERSITY OF DELHI,DELHI		ASSISTANT PROFESSOR	8+ YEARS	TEACHING		
IMS, GHAZIABAD		LECTURER	1 YEAR APPROX.	TEACHING		
ResearchInterests/Specialization						
MARKETING/HUMAN RESOURCE MANAGEMENT						
TeachingExperience(Subjects/CoursesTaught)						
B.COM/B.COM (H)/B.A PROG-HRM						
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>						

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
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
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
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
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
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
9. To study the relationship of financial litercay and investment behaviour of salaried class individuals of Delhi,ISSN 2454-9916, May 2017,vol 3, issue 5, pg 187-190
10. A study of factors of online advertising affecting recalling of a product/service in delhi, ISSN 2321-8169, May 2017, volume 5, issue-5
Professional Societies Memberships
Projects(Major Grants/Collaborations)
Other Details