




Faculty Details Proforma

Title	Dr.	First Name	Laxmi	Last Name		Photograph
Designation		Assistant Professor				
Address		B-1/60, Budh Vihar, Phase-1, Delhi -110086				
Phone No						
Office						
Residence						
Mobile		9958261515				
Email		laxmi@dcac.du.ac.in				
Web-Page						
Educational Qualifications						
Degree		Institution			Year	
Ph.D.		University of Delhi			2019-2023	
M.Phil		IGNOU			2014-2018	
M.Com		University of Delhi			2008-2010	
B. Com(H)		Sri Guru Gobind Singh College of Commerce, University of Delhi			2005-2008	
Career Profile						
Administrative Assignments						
Convenor – GCR						
Areas of Interest / Specialization						
Marketing						
Subjects Taught						
Business Mathematics, Business Statistics, Cost Accounting, Tally						
Time table of the subjects taught during the current semester						
S.No.	Subject	Days	Time	Classroom		
1	Business Mathematics	Monday-Friday	As per Time Table	Room No. – 51, 52		
Research Guidance						

Publications Profile
<ul style="list-style-type: none"> Laxmi, & Verma, R. (2022). A study on Green Product Purchase Intention among Consumers in Delhi-NCR. <i>Journal of Management & Entrepreneurship</i>, 16 (2(1)), 1-13. Verma, R., Laxmi, & Zareen, S. (2021). An Analytical Study on the Awareness Level And Perception of LinkedIn Users in Delhi-NCR. <i>International Management Review</i>, 17 (2), 120-129. Laxmi. (2021). An analysis of Customer Churn and Customer Retention Strategies of the <i>Telecommunication Industry</i>. <i>Wesleyan Journal of Research</i>, 13 (69), 61-83. Laxmi. (2021). Factors influencing selection of mobile service provider and Customer Satisfaction in <i>telecom industry in India</i>. <i>Vidyabharati International Interdisciplinary Research Journal</i>, 133-145. Verma, R., Zareen, S., & Laxmi. (2021). Factors influencing Entrepreneurial Motivation of Women Entrepreneurs: Improvement in Women Sustainability (A Case Study Approach). <i>Ilkogretim Online - Elementary Education Online</i>, 20(5). Mehar, L. (2014). Financial Inclusion in India. <i>Innovative Journal of Business and Management</i>, 42-46. Mehar, L. (2014). Green Banking in India. <i>International Journal of Applied Research and Studies</i>, 3 (7).
Publications in the last one year
Conference Organization/ Presentations (in the last three years)
<ul style="list-style-type: none"> Presented a Research Paper titled “A study on Green Product Purchase Intention among Consumers in Delhi-NCR” at the 6th International Conference on “Disruptive Innovation and Digital Transformation in Business Management”, Zakir Husain College, University of Delhi in association with GL Bajaj Institute of Management and Research, 5-6 May, 2022 Presented a Research Paper titled “A study of factors affecting Front Line Employees Job Satisfaction in Online App based Service Industry” at the 6th International Conference on “Disruptive Innovation and Digital Transformation in Business Management”, Zakir Husain College, University of Delhi in association with GL Bajaj Institute of Management and Research, 5-6 May 2022 Presented a Research Paper titled “A Research Study on Customer Adoption of Technology and Customer Loyalty towards Online App based Home Service Industry at the 3rd International Conference on Digital Transformation and Digital Entrepreneurship: Strategies for Revival of Global Economy Post Covid-19”, School of Management, ITM University Gwalior, 14-15 May 2022
Research Projects (Major Grants/Research Collaboration)
Awards and Distinctions
<ul style="list-style-type: none"> Best Paper Award in the all-technical session at the 6th International Conference on “Disruptive Innovation and Digital Transformation in Business Management” organized by Zakir Hussain College, University of Delhi in association with GL Bajaj Institute of Management and Research, 5-6 May 2022 Best Paper Award in the technical session of OB/HR at the 6th International Conference on “Disruptive Innovation and Digital Transformation in Business Management”, organized by Zakir Hussain College, University of Delhi in association with GL Bajaj Institute of Management and Research, 5-6 May 2022 Awarded Eligibility of Lectureship (NET) by University Grant Commission (UGC), Delhi in December 2010

Association With Professional Bodies
Life membership of the Indian Commerce Association
Other Activities
<ul style="list-style-type: none">Worked as a member of the Organizing Committee of the One Day National Seminar, Food, and Culture of North East Solutions to Sustainable Development on 22 August 2019

Signature of Faculty Member