




Faculty Details Proforma

Title	Dr.	First Name	Rohini	Last Name	Baghel	Photograph
Designation	Assistant Professor					
Address	MCF 494/1149 Near sector 29 bypass road PNB Bank Faridabad Haryana					
Phone No	Office					
	Residence					
	Mobile	8851636416				
Email	Rohini.baghel@dcac.du.ac.in					
Web-Page						
Educational Qualifications						
Degree	Institution				Year	
Ph.D.	Banasthali University, Rajasthan				2022	
M.B. A.	Banasthali University as a major in marketing & minor in finance				2018	
Graduation, B.B.A.	Maharishi Dayanand University Rohtak.				2016	
Career Profile						
<ul style="list-style-type: none">• 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.						
Administrative Assignments						
Areas of Interest / Specialization						
Subjects Taught						
<ol style="list-style-type: none">1. Management Principles & Application2. Digital Marketing3. Marketing for beginners4. Marketing Management						
Time table of the subjects taught during the current semester						

S.No.	Subject	Days	Time	Classroom
Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.
Research Guidance				
Publications Profile				
<ul style="list-style-type: none"> Published a research paper entitled, <i>“Impact of Online Sales Promotion on Women’s Buying Attitude”</i>. In the journal of AGEAEUM, 2018, ISSN NO- 0776-3808. Published a research paper entitled, <i>“The Role of Online Advertisement in Consumer Buying”</i> International Journal of Interdisciplinary Global Studies, Spouse Journal ISSN NO- 2324-755X. Published a research paper entitled, <i>“Impact of online shopping on consumer buying behavior in India”</i> International Journal for Research in Engineering Application & Management, UGC Care List ISSN NO- 2454-9150. Published a research paper entitled, <i>“Evaluating Factors Influencing Consumers’ Satisfaction towards Online Shopping in India”</i> “Research Journal of Management Science” ISSN2319-1171. 				
Publications in the Last one year				
Conference Organization/ Presentations (in the last three years)				
Research Projects (Major Grants/Research Collaboration)				
<p>Conference/ Paper Presentation</p> <ul style="list-style-type: none"> Participation in IIM FDP programmer, <i>“Advanced Multivariate Data Analytics Moderation and Mediation Analysis using AMOS & Process Macro in 2022</i> <i>“Bhartiya Prabandhan”</i> 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.

Awards and Distinctions

Association With Professional Bodies

Other Activities

- 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.

Signature of Faculty Member