


Faculty Profile

Title	Dr.	First Name	Sangeeta	Last Name	Agrawal	Photograph 
Designation	Assistant Professor					
Department	Commerce					
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Employment Info						
Employment Type				Nature Of Employment		
Teaching				Permanent		
Educational Qualifications						
Degree	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	Marketing			
PGDHRM	IGNOU	2005	Human Resource Management			
PGDBM(Full Time)	JIMS, Rohini, Delhi	1998	Finance and Marketing			
Teaching Experience						
Organisation/ Institution	Designation	Duration	Role			
Delhi College Of Arts & Commerce, University of Delhi, Delhi	Assistant Professor	Since 24 July 2013	Teaching			
IMS, Ghaziabad	Lecturer	From 20 Oct 2008 till 15 May 2009	Teaching			
Specialization						
Human Resource Management/Marketing						
Administrative Experience						

Coordinator, Generic Elective (GE) since 16 Jan 2023
Publications
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
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
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 literacy and investment behaviour of salaried class individuals of Delhi, ISSN 2454-9916, May 2017, vol 3, issue 5, pg 187-190
10. Corporate Social Responsibility (CSR) in India- A Case study of Education Sector, Shodh Sarita, Issn no-2454-9916, Vol 8. 2021