


Faculty Profile

Title	Dr.	First Name	Sangeeta	Last Name	Agrawal	Photograph 
Designation	Assistant Professor					
Department	Commerce					
Address	Delhi College Of Arts & Commerce, University of Delhi, Delhi					
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Email	sangeeta.gupta@dcac.du.ac.in					
Employment Info						
Employment Type					Nature Of Employment	
Teaching					Permanent	
Educational Qualifications						
Degree	Institution		Year	Details		
Ph.D.	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		
Graduation	S.G.T.B Khalsa college, University of Delhi		1996			
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

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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. 1, 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

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