

Dr. Samriti Mahajan

Email: dr.samritimahajan@gmail.com

Mobile: +91 7042941122

Online Profiles: [ORCID](#) | [Research Gate](#) | [Google Scholar](#) | [LinkedIn](#)



PROFILE

Dr. Samriti Mahajan is an experienced academician, researcher and industry professional with over 12 years of experience in teaching, research, and administration. She currently serves as an Associate Professor in (NDIM) New Delhi Institute of Management, New Delhi. In addition, she holds leadership positions such as:

- Registrar, 2B1 Leadership Academy International (University of Leadership) Benin, South Africa.
- President for Management & International Relations at Shiksha Maha Kumbh Abhigyan, Vidya Bharti Institute of Training and Research, Chandigarh

Dr. Mahajan has authored books with Springer, IGI. She has published numerous research papers and chapters in renowned indexed journals, and holds several design and utility patents. Her work has received national and international awards for excellence in research and education.

INTERESTS

Strategic Marketing, Consumer Behaviour, Retail Management, Tactical Marketing, Brand Management, International Marketing, Sales and Distribution Management

ACADEMIC QUALIFICATIONS

- **Postdoctoral Fellow (2024)**
School of Humanities, Arts and Applied Sciences (HAAS)
Amity Dubai University, Dubai International Academic City, Dubai, UAE
Research Topic: Assessing the Resilience of Health Infrastructure and Its Effect on Well-Being in Post-Pandemic India and UAE
 - Ph.D. in Management (2018 – 2021)
Manav Rachna University, Faridabad
Dissertation: A Study on the Relationship of Consumer Attitude with Behavioural Intention in Green Food Products
 - **Master of Business Administration (Marketing & Biotechnology) (2011 – 2013)**
Shoolini University, Solan
-

EMPLOYMENT HISTORY

New Delhi Institute of Management (2025)

- Associate Professor, Marketing

Lingaya's Vidyapeeth, Faridabad (2016 – 2025)

- Associate Professor, Head of Department & Dean Student Welfare, School of Commerce & Management

- IIC Vice President
- Chairperson - Board of Studies
- Chairperson – DRC
- Board of Governance - Member
- Executive Council – Member
- Head – Event Council
- Lead academic programs and manage student welfare initiatives
- NEP SAARTHI Coordinator

- **Associate Professor & Head of Department, School of Commerce & Management**
 - Managed academic and extracurricular activities

- **Assistant Professor, School of Management Sciences**
 - Taught core management subjects and contributed to curriculum development

Other Professional Roles:

- **Freelance Tutor & Mentor (2015 – 2016)**
 - Taught medical stream subjects and mentored students in project writing

- **Manager, Aviva, Gurugram (2014 – 2015)**
 - Managed teams and contributed to business operations

- **Deputy Manager, Karvy Private Wealth, Gurugram (2013 – 2014)**
 - Assisted in wealth management and client relations

TEACHING CAREER & ACADEMIC RESPONSIBILITIES

Ph.D. Supervision:

- Awarded - 7 Ph.D. degrees
- Ongoing- 4 Scholars

University & Departmental Roles:

- Convener and Organizer for various workshops, seminars, events, and guest lectures (2017–2025)

- At the University level:
 - Institutional Grievance Redressal Committee as DSW.
 - Criteria Head at Central Level for NAAC Criteria 6 – Governance & Leadership.
 - Member in SC/ST Committee.
 - Member of the MOU Review and Library Committees till date
 - Head of the Certificate and Prize Committee during the Zest Event (2017–2023)
 - Coordinator for Ek Bharat Shrestha Bharat, Digital Marketing In-charge, and University Website & Newsletter (2017 & 2022)

- Served as T&P Coordinator, Scheme & Syllabus Coordinator, Alumni Coordinator, Student Counseling Committee Member, and Class Councilor (2021)

- Active member of the Departmental Review Committee (DRC) (2021–2022)
- Organized a workshop with SEBI (2018)
- Coordinated NAAC and NIRF inspections (2017–2018)

RESEARCH OUTPUT

Research Contributions:

- **Books – Authored/Editor**

- Mahajan, S; Pandey, P K (2025) – Contemporary Research in Management: Empirical Studies for Business Excellence (Shashwat Publications)
- Mahajan, S; Prakash, R (2025) - India Abroad India Within: Diaspora Role in Viksit Bharat (Juggernaut Publications)
- Prasad, K; Mahajan, S (2025) - IOT Dimensions: Future Trends & Application (Industry 6.0) (IIP Series)
- Malik, F. A; Mahajan, S; Yadav, D.K; Lone, N & Amin, S (2025) – *Financial Resilience and Environmental Sustainability: Global South Perspectives* (Springer)
- Rajput, S; Malik, F. A; Mahajan, S & Javed, A (2024) – *New Normal Retail Innovations in Business Model* (IGI Global)
- Khera, G S; Yadav, M; Mahajan, S; Mohan, C (2023) – Education Systems Challenges in Modern Perspectives (AIP Publication)
- Garg, R; Mahajan, S; Gupta, J; Pramanik, T; Panda, R C (2022) – A Multidisciplinary Approach in Innovation Paradigm (Swaranjali Publication)

- **Edited Book Chapters/ Forthcoming**

2025

- Metaverse and Women Entrepreneurs- Leveraging Technology for Inclusive & Sustainable Digital Economies; in *Advancing Sustainability through Technology Management* (IGI Global, SCOPUS), ISBN 9798337333946
- *Leveraging Artificial Intelligence in Indian Higher Education Institutions to Foster Sustainable Practices: A Comprehensive Analysis*; in *Adaptive Strategies for Green Economy and Sustainability Policies* (IGI Global, SCOPUS), ISBN 9798369375709.
- *Catalyzing Industry 4.0 – Navigating the Marketplace Journey to Bridge Technological Innovation with Commercial Success*; in *Retail Innovations in Business Model* (IGI Global, SCOPUS), ISBN 9798369376201
- *Impact of Financial Technology on Financial Inclusion of Women: A Case Study of India's Emerging Fintech Landscape*; in the book *Global Economic Stability: Insights and Strategies for Women's Financial Resilience* (Palgrave Publication, SCOPUS)
- *Data-Driven Development: Enhancing Financial and Resilience Environmental Sustainability in Global South; Global Perspectives* (Springer, SCOPUS)

2024

- *Immersive Learning Trends Using Digital Twins*; in *Digital Twins for Smart Cities and Villages* (Elsevier, SCOPUS), E ISBN 9780443288852.

- *Digital Twin and Virtual Reality, Augmented Reality, and Mixed Reality*; in *Digital Twins for Smart Cities and Villages* (Elsevier, SCOPUS), E ISBN 9780443288852.
- *Hybrid Work Models, Metaverse Integration, and Talent Management Strategies: Navigating Post-Pandemic Realities*; in *Green Metaverse for Greener Economies* (Taylor & Francis, SCOPUS + WoS), E ISBN 9871032638188.
- *Mitigating Negative Externalities in the Metaverse: Challenges and Strategies*; in *Green Metaverse for Greener Economies* (Taylor & Francis, SCOPUS + WoS), E ISBN 9871032638188

2023

- *Dark Data – A Hidden Blessing in Disguise for Organizations: Paradigm Shift in Business and Management*; UAB Publisher 2023

2022

- *Effect of Augmented Reality on Online Beauty Accessory*; a multidisciplinary approach in innovation paradigm (Swaranjli 2022)
- *Conversational Commerce for Millennials in Apparel Industry: Chatbots*; a multidisciplinary approach in innovation paradigm (Swaranjli 2022)
- *Effect of Conflict on Organization Performance and Innovation and Future Trends in Corporate Cultures* (2022)
- *Innovation and Future Trends in Corporate Cultures*; A multidisciplinary approach in innovation paradigm (Swaranjli 2022)

2019

- *Determinant Factors Influencing Green Purchase Intention of Millennials in Delhi NCR*; *Global Business Strategies for Sustainability*, Bharti Publications (2019)

● **Peer-Reviewed Publications & Forthcoming Papers (Selected): Peer-Reviewed Publications**

● **Forthcoming Papers**

1. *Analyzing the Economic and Social Forces That Shape Sex Work in India's Informal Sector*
Malik, F. A; Mahajan, S (2024); to appear in a Jain University APC book.
2. *Financial Inclusion and Economic Growth in India Pre and Post-NDA Regime*, Malik, F. A, Adam, H, Mahajan, S & Shah, A; published in *Cogent Business & Management* by Springer.
3. *Metaverse as a Platform for Innovative Service Delivery: Strategies and Implications for Startup Internationalization*, Under review in *JIBED (AGBA)* (T&F; Scopus)

● **Published Papers**

2025

- *Work Life Balance and Its effect on Employee satisfaction: International Journal of Environmental Sciences (SCOPUS)*
- *Artificial Intelligence in Smart Tourism: Strategic roles, rural impacts and implementation pathways*; *International Journal of Environmental Sciences (SCOPUS)*
- *Navigating the ethical Terrain of AI in Rural Tourism: Privacy and Data Security*

- Imperatives; Journal of Neonatal Surgery (SCOPUS)
- *Digital Sustainability and Corporate Governance: Examining the Integration of IT in Green Marketing Strategies*; International Journal of Global Environmental Issues (Inder science) (SCOPUS)
- Utilizing Dark Data Analytics to analyze demographic influences on face wash buying patterns in South Delhi; Cuestiones de Fisioterapia (SCOPUS)

2024

- Repatriation Management and Competency Transfer in a Culturally Dynamic World; Asia Pacific Journal of Human Resources (Springer) (SCOPUS + ABDC (B))
- Eco-Emotions and Financial Fortitude: Harnessing Emotional Intelligence for Sustainable Prosperity in the Global South; Frontiers in Health Informatics (SCOPUS)
- The impact of innovative digital marketing on brand awareness in performance, International Journal of Services, Economics and Management (Inderscience); SCOPUS. Accepted for Publication
- *Leveraging dark data analytics to decode demographic impact on face wash purchase Behaviour in South Delhi* ; International Journal of Services, Economics and Management (Inderscience); SCOPUS). Accepted for Publication
- *Empowering Digital Transformation: Unleashing Employee Potential as a Catalyst for Change and Innovation in IT-Driven Organizations*; International Journal of Services, Economics and Management (Inderscience); (SCOPUS). Accepted for Publication
- *Formation of Customer Value through Channel Integration: Modelling the Mediating Role of Cognitive and Affective Customer Experience in the Omni Channel Retail Context*; Cogent Business & Management, 11(1), 2024 (T&F; Scopus + WoS + CABS).
- *Conflict Management for Innovation and Top Management Teams*; Empirical Economics Letters, Volume 23, Special Issue 2 (March 2024), ISSN 1681-8997 (ABDC-C).
- AI-Guided Rehabilitation for Stroke Patients, Advancement in Electronics & Communication Engineering (AECE); 2024 ISBN: [9798350364729](https://doi.org/10.1109/9798350364729) IEEE.
- Data Mining Techniques in Financial Fraud Detection, Advances in Computing, Communication and Networking; 2024 979-8-3503-5681-6, IEEE.
- *Impact of Integration of Immersive (Augmented Reality) Technologies into E-Commerce and Customer Engagement: An Exploratory Study*; Empirical Economics Letters, Volume 23, Special Issue 2 (March 2024), ISSN 1681-8997 (ABDC-C).
- *Impact of Augmented Reality on Social Media on Online Shopping Behaviour in the Digital Age*; Empirical Economics Letters, Volume 23, Special Issue 2 (March 2024), ISSN 1681-8997 (ABDC-C).
- *Ethical Implications of AI in Rural Tourism: Privacy and Data Security Concerns*; Empirical Economics Letters, Volume 23, Special Issue 2 (March 2024), ISSN 1681-8997 (ABDC-C).
- *The Evolution of Data Analytics: A Comprehensive Study of ETL and ELT Processes*; ShodhPrabha
- *Green Packaging in FMCG: A Comparative Analysis of Consumer Responses and Environmental Impact*; Empirical Economics Letters, Volume 23, Special Issue 3 (April 2024), ISSN 1681-8997 (ABDC-C).
- *Intersection of Environmental Coherence and Corporate Governance: Evaluating Strategies in Green Marketing*; Empirical Economics Letters, Volume 23, Special

Issue 3 (April 2024), ISSN 1681-8997 (ABDC-C).

- *Analyzing Potential Impact of Artificial Intelligence on Enhancing Visitor Satisfaction in Rural Tourism*; Empirical Economics Letters, Volume 23, Special Issue 3 (April 2024), ISSN 1681-8997 (ABDC-C).
- *Analyzing How Demographic Factors Affect Buying Behavior of Face Wash Using Dark Data Analytics in South Delhi*; Empirical Economics Letters, Volume 23, Special Issue 3 (April 2024), ISSN 1681-8997 (ABDC-C).
- *E-commerce Evolution: Unveiling Consumer Trends through Dark Data Analysis*; Empirical Economics Letters, Volume 23, Special Issue 3 (April 2024), ISSN 1681-8997 (ABDC-C).
- *Optimizing Employee Performance in Higher Education: The Roles of Emotional Intelligence and Work Life Quality*; Empirical Economics Letters, Volume 23, Special Issue 3 (April 2024), ISSN 1681-8997 (ABDC-C).
- *Interplay between Emotional Intelligence, Quality of Work Life and Employee Performance in Higher Education Institutions*; Empirical Economics Letters, Volume 23, Special Issue 3 (June 2024), ISSN 1681-8997 (ABDC-C).

2023

- *Examining the Impact of Parental-Education and Socio-Demographic Factors on Career Aspirations in Adolescent Students in Delhi NCR, India: A Cross-Sectional Study*; Cogent Business & Management, Vol-11, No.1, 2024 (T&F; Scopus + WoS + ABS).
- *Determinant Factors Influencing Green Purchase Intention of Millennials in Delhi/NCR and Green Consumer Needs*; International Journal of Public Sector Performance Management, 12(3), 402-422. (SCOPUS)
- *Model of Green Purchase Intention and Green Purchase Behavior by Extending TPB Framework With Effect of Hofstede's Cultural Values in Green Food Products*; Global Alliance of Marketing & Management Associations. (SCOPUS)
- *Shopping Malls of Delhi and Management of the Spaces*; Madhya Pradesh Journal of Social Sciences, Vol. 28, No.2, 2023 (UGC Care Group -1).
- *The Practicality and Means of Leading a Healthy Life*; Anvesak, Vol. 53(2), 2023 (UGC Care -1).
- *The Beneficial Aspect of Exercising in a Gym*; Madhya Pradesh Journal of Social Sciences, Vol. 28, No.2, 2023.
- *How People Buy and What They Buy in the Mall*; Anvesak, Vol. 53(2), 2023 (UGC Care Group -1).
- *An Exploratory Study on Virtual Fitting Room Technologies (Augmented Reality) and Online Customer Experiences for E-Commerce Retail*; Madhya Bharti - Humanities and Social Sciences, Vol. 84, No. 30, Jan-June 2023 (UGC).

2022

- *Effect of Augmented Reality on Online Beauty Accessory Purchase during COVID-19 Pandemic: A Study on L'Oréal Paris Makeup Genius*; Education and Society, Vol. 46, Issue-4 (Oct-Dec 2022, UGC CARE Journal).
- *Tech-Life Balance: A New Work-Life Balance of the Current Digital Society*; Journal of the Asiatic Society of Mumbai, Vol. XCV, No.43 (Nov 2022, UGC CARE Group-1).
- *Impact of Augmented Reality Technology in Creating a Sustainable Education Environment during the Pandemic in Delhi NCR*; Dogo Rangsang, Research Journal, Vol. 12, Issue 07 (July 2022, UGC CARE GROUP 1).

- *Effect of Conflict on Organization Performance*; Shodhasamhita: Journal of Fundamental & Comparative Research, Vol. VIII, No. 1 (2022, UGC CARE).
- *Conflict Management: A Literature Review and Study*; International Journal of Humanities, Law and Social Services, Vol. IX, Issue II (2022).
- *Redesigning Experiential Fashion to Tech-Powered Refashion in Un-Normal Times: A Review of Innovative SCM in the Apparel Industry*; Anvesak, Vol. 52, No. 6(I) (June 2022, UGC CARE GROUP 1).
- *Impact of Artificial Intelligence on Apparels Post Pandemic: A Review Study of Amplified Intelligence in H&M*; NIU International Journal of Human Rights, Vol. 9 (II) (Feb 2022, UGC CARE GROUP 1).
- *The Growth and Development of Shopping Malls across the World*; Journal of Education: Rabindra Bharati University, Vol. 24, No. 1(III) (2022, UGC CARE)
- Use of technology by youth to keep themselves fit and healthy in the post-covid world; GIS Science Journal, Vol 9, No 12 (SCOPUS)

2020

- *Green Consumer: Study of Demographic and Psychographic Behavioural Segments*; Journal of Critical Review, Vol. 7, No.10, pp. 582-588 (2020, SCOPUS)
- *Predictors of Green Food Product Purchase Behaviour*; Studies in Indian Place Names, Vol. 40, No.86, pp. 296-315 (March 2020, UGC CARE)

2017

- *Mitigation of Inevitable Accident*; Indian Journal of Science and Technology, Vol. 10, No.35, pp. 1-13 (Sep 2017; THOMSON REUTERS)
- *Disaster Management: Mitigation of Inevitable Accident*; Indian Journal of Science and Technology (2017)

Patents

● International Patents

1. A method for employee satisfaction that reduces turnover intention and promotes growth – Republic of South Africa (2022/04837) – Granted.
2. A system and method for regulating advertising – Republic of South Africa (2022/05331) – Granted.
3. A method for critical incident stress management – Republic of South Africa (2022/05633) – Granted.
4. Growing popularity of Indian regional OTT platforms – Republic of South Africa (2022/07837) – Granted.
5. A inclusive educational model for children with disability and severe disability – Republic of South Africa (2022/07611) – Granted.
6. A radar system using Arduino and ultrasonic sensor for building inspection – (202023100297) – Granted.
7. A communication system for broadcasting live video on social media – (202311026512) – Granted.
8. A novel AI model to overcome challenges in education for teachers and schools – (202311009968) – Granted.
9. Hydroponic Nutrient Prediction Device using IoT – Patent No. 6291239 – Granted.
10. Novel IoT-Based Computerized Numerical Control Fiber Laser Composite Material Cutting Machine – Patent No. 6291241 – Granted.
11. A Digital Currency Reader for Blind and Impaired People – Patent No. 6291629 – Granted.

12. System and method for redesigning development strategies for sustainable growth and well-being – (202311046235) – Granted.
13. IoT-based Fiber Optic Blanket Phototherapy for Jaundice Treatment – Patent No. 6291240 – Granted.
14. AI-Enabled Aquaculture Fish Disease Prediction Device – Patent No. 6304592 – Granted.
15. Eye-Tracking Device for Hands-Free Neuro-Computer Interaction – Patent No. 6310190 – Granted.
16. Artificial Intelligence Based Customer Feedback Device – Patent No. 6364224 – Granted.
17. AI-Based Computer Real-Time Group Decision-Making Behavioral Feedback System – Patent No. 6373615 – Granted.
18. Multimedia Kiosk for Human Resource Planning and Development – Patent No. 6383991 – Granted.
19. Energy Management system to optimize renewable energy utilisation in enterprises – 6429832
20. Smart Wi-Fi Device for Expense Tracking and Reporting using Cloud – 6429829

- **Indian Patents**

1. Consumer attitude based behavioural intention in green food product – (2022/11018196) – Published.
2. Green Strategies: Adoption, Innovation and Alliances – (2022/11030529A) – Under IPR, Govt. of India – Published.
3. Design Patent – GAIT Training Exercise Equipment – Granted by the Government of India.
4. Women Tribes in Transition Amid Alien Environment in Urban City – (202211070838) – Published.
5. A method for analyzing the mediating role of reward in job satisfaction and motivating employee performance – (202311045568) – Published.
6. A method for analyzing strategies of financial management in e-commerce enterprises – (202311078689) – Published.
7. System and method for redesigning development strategies for sustainable growth and well-being – (202311046235) – Published.
8. Novel Public-Assistance Healthcare Digitization Process – (202311075860) – Published.
9. A Virtual Reality (VR) Learning Assessment System – (202411005444) – Published.
10. IoT based Portable Touch Screen Kiosk for Business Management – (416413-001) – Published.
11. Metaverse-based Humanoid Device – (420196-001) – Published.
12. Artificial Intelligence Based Multimedia Interactive Device for Human Resources Practitioners – (425331-001) – Published.
13. Cloud and Mobile Intuitive Helpdesk Analytics Device for Human Resource Management System – (425332-001) – Published.
14. System for personalized luxury marketing and consumer engagement – (202411097215) Published

PROFESSIONAL MEMBERSHIPS

- International Association of Academic Plus Corporate (IAAC) – Member

- Institute of Research Engineers and Doctors (IRED) – Member
- All India Management Association (AIMA) – Member
- ICAI – Member
- Expert Gate - Member

SPEAKING ENGAGEMENTS & CONFERENCE PARTICIPATIONS

Certificate of Appreciation, Session Chair, and Keynote Speaker Roles:

2025

- Nominated as **Academic Council – President for Shiksha Mahakumbh** (Management & International Relations)
- Received Certificate & Memento of Appreciation for **Key Speaker** at The Summit of Future, 2025 organized by Jain University, Kerala.
- Received Certificate of Appreciation for **Outstanding Academician of the Year, 2025** at Nari Ratna Iconic Awards 2025 organized by Diva Planet Magazine.
- Received **Women Leadership National Award** presented by Bhagidari Jan Sahyog Samiti, organised on 08th March, 2025.
- Recognized for exemplary performance with a rating of “**A++**” in **2025** by an external auditor at Lingaya’s Vidyapeeth, Faridabad

2024

- Received Chancellor’s Choice Award for Best Event Zest Carnival 2K24.
- Delivered a guest lecture on “*Design and Implementation of Course Evaluation through Outcome Based Education (OBE)*” at Lingaya’s Vidyapeeth.
- Session Chair at the 8th International Conference of Sustainable Management (ICSM8) by Association of International Business & Professional Management, Bangkok, Thailand.
- Jury Member at TEISCON 4.0 held on 2nd–3rd August 2024.
- Participated in a 10-day online International Research Methodology Workshop in Social Sciences by Jammu and Kashmir Economic Association with Lingaya’s Vidyapeeth and ACADINS Publishing House, 20–29 June 2024.
- Session Chair at 2024 AIBPM International Conference “*Harmony in Diversity*”, Indonesia.
- Guest of Honour at “*Intellectual Property Rights Conclave*” at BNMIT, Bangalore on 14th–15th March 2024.
- Technical Expert in ICSSR-Sponsored National Seminar on NEP 2020 at Chhatrapati Shahu Ji Maharaj University, Kanpur on 1st–2nd March 2024.
- Organised NSS – Nakkad Natak as Event Council Head on 08th of March, 2025 at Lingaya’s Vidyapeeth.
- Celebrated Women’s Day as Event Council Head on 10th of March, 2025 at Lingaya’s Vidyapeeth.
- Scheduled HCL Alumni Tak as Event Council Head on 11th of March, 2025 at Lingaya’s Vidyapeeth.
- Podcast Visit at Prinik Academy on dated 12th of March, 2025.
- Participated in Kalachakra under Ministry of External Affairs “*Raisana Dailogue 2025*” from 17th – 19th of March, 2025 at Lingaya’s Vidyapeeth.

2024

- Convener of *International Conference on Global Finance, Technology and Sustainable Development for Emerging Markets* organised by Lingaya's Vidyapeeth, School of Commerce & Management in collaboration with *J & K Economic Association and S.*
- *S. International, International Conference, 2024* International Conference.
- Certificate of Excellence in Reviewing for Heliyon (Elsevier) – Received in 2024
- Convener for *IFDP/ISDP 2024* (International Faculty/Student Development Program).
- FinTech Visit – *Yashobhoomi Convention Centre, Dwarka, 2024.*

2023

- Convener of *International Conference - LeadershipX – 2024* International Conference.
- Convener of *BIZ Plan Competition 2023.*
- Certificate of Excellence in Reviewing for Heliyon (Elsevier) – Received in 2023

2017

- Scored over 95% in student feedback while teaching at Lingaya's University.
- Received a Certificate of Appreciation as Head of Certificate & Press Committee at Lingaya's University.

2013–2014

- Won Champion Club and twice awarded Superstar Club Trophy.
- Received the *Best Professional Student Manager Award* in Sprint.
- Won multiple accolades in school and institutional-level extracurriculars.

INTERNATIONAL CONFERENCES – PRESENTATIONS & PARTICIPATIONS

1. Session Chair –

- Session Chair for Two Tracks – Management & Biotechnology at Shiksha Mahakumbh at DSE & Kurukshetra University, 2024.
- *International Conference on Fostering Industry-Academia Partnership for Driving Innovation and Strategizing Trade & Industry*, Prestige Institute, 6–7 January 2024.

2. Paper Presentation –

- Presented Paper & Received 1st Prize at Shiksha Mahakumbh International Conference of Indian Education System for Global Development from 16 – 17 December, 2024 on the topic “Green Marketing & it's Effect on Brand Loyalty in FMCG Sector,” organised at DHE & Kurukshetra University.
- Presented Paper in Centre for Educational Transformation through Technology, 2024 on the topic “Metaverse as a Platform for Women Entrepreneurs opportunities and Challenges”, Jain University
- “*Dark Data: A Hidden Blessing in Disguise for Organizations*”, International Conference on Global Business Strategies for Sustainability, Amity University, 19–20 January 2023.
- *International Conference on Multidisciplinary Approach to Innovation and Design Thinking*, IEC, 23–24 June 2022.
- *International Conference on Resetting Strategies and Building Resilience in*

Global Business Ecosystem for COVID Crisis, Asian Business School, Noida, 2021.

- *International Research Conference on Sustainable Development and Education*, London School of Management Education, UK, 26–27 August 2021.
 - *Antecedents of Purchase Behaviour of Green Food Products*”, MRCON 2020 – Building Sustainable Competitive Edge.
 - *Green Conduct: Price Consciousness and Ecological Concern in Indian Consumer Behaviour*”, Online Conference by London School of Management Education, UK, 2020.
 - *Online International Conference on Role of Management, Education and Social Sciences in Responsible Research and Innovations: Challenges and Realities*, 2020.
 - *Determinant Factors Influencing Green Purchase Intention of Millennials in Delhi/NCR*”, Global Business Strategies for Sustainability, 2019.
 - *Indian Green Consumer Behaviour and Its Antecedents*”, International Conference, 2019.
 - *An Analysis on Culture and Its Impact on Business Ethics*”, ICRTES 2018.
3. **Speaker** – *International Entrepreneurship Summit – AVLOKAN 2.0*, Session on “Beyond Sustainability – Trends in Regenerative, Socially Responsible, Community Ventures”, 2022.
-

FIELD PROJECTS & ENTREPRENEURSHIP INITIATIVES

- Field Projects – *IMT, Faridabad*, 2023 & 2024.
 - Emporio Mela – Organized & executed as part of entrepreneurial event, 11 November 2022.
 - Industrial Visit – *Barclays, Noida*, Student Career Counseling Session, 2018.
 - Field Project – *Visual Merchandising*, Crown Interiors Mall, Faridabad, 2017.
 - Field Project – *4Ps Analysis at Reliance Mart*, Faridabad, 2017.
 - Field Study – *Comparative Study of Sales Promotions at Big Bazaar & Reliance Mart during festive & non-festive periods*, 2016.
 - Social Awareness Project – *Importance of Girls’ Education*, Theog Village, Shimla, 2013.
 - Entrepreneurship Project – *Online platform “Special & Exclusive”*, managed product portfolio and designed brand logo, 2012.
 - Project – *Understanding Operations at Shoolini University*, Solan, 2012.
 - Biotech Research Project – *Gene Expression Profiling for Brain Cancer Drug Target Identification*, Harihar Biotech Pvt. Ltd., 2010.
-

RESEARCH WORKSHOPS / FDPs / MDPs ATTENDED

1. Participated & Successfully Completed FDP on Enhancing Research Capabilities for Academic Career Progression," organized by National Institutes of Technical Teachers' Training and Research (NITTTR) Chandigarh (NITTTR) Chandigarh and hosted by Lingaya's Vidyapeeth, Faridabad.
2. Participated & Successfully Completed Five Days FDP on Research Paper Writing and Publishing in High Impact Journals from 18th March 2025 to 22nd March 2025.

3. Invited as Session Chair at O P Jindal University on 23rd of March, 2025.
4. Participated & Successfully Completed AICTE Training And Learning (ATAL) Academy Faculty Development Program on Navigating SDGs: A Faculty Guide to Sustainability Achievement at New Delhi Institute of Management, New Delhi from 20/01/2025 to 25/01/2025.
5. Microsoft Webinar – *Microsoft 365 Copilot: Wave 2*, 16 September 2024.
6. Successfully completed a 10-day Orientation & Sensitization Program under Malviya Mission Teacher Program (MM-TTP), UGC, conducted by University of Delhi in May 2024.
7. Tech Seminar – *Technology Trends and Revolution in Web & Mobile*, BVICAM, New Delhi, 20 January 2024.
8. MDP – *Emotional Intelligence for Leaders*, Lloyd Business School, 20 January 2024.
9. Global Entrepreneurship and Management Summit "AAROHAN - 2023"
10. International FDP – *Holistic Pedagogy*, Don Bosco College, 9–15 January 2023.
11. Speaker – *Entrepreneurship: Business Policies & Practices*, 2022.
12. FDP – *Qualitative Research Tools & Techniques with APA Style*, 24 September 2022.
13. Global Academic Summit – *Strategic Intelligence and Leadership*, IMS Noida, 1–2 December 2022.
14. IQAC Workshop – *Unlocking the Potential of Intellectual Property Rights*, June 2022.
15. FDP – *Case Teaching & Case Writing*, SDIET, 11–18 April 2022.
16. Entrepreneurship Summit – *AVLOKAN 2.0*, 17–22 January 2022.
17. MDP – *Strategizing and Managing Brands*, Lloyd Business School, 8 January 2022.
18. International Research Summit – *Redefining Social Responsibility and Ethical Leadership*, August 2021 (Special Session by Dr. Philip Kotler).
19. National FDP – *Data Analysis using SPSS, AMOS & R*, 2020.
20. FDP – *Inquest of Research: SPSS & AMOS*, 2020.
21. FDP – *Effective Engagement & Communication*, 2017.
22. Workshop – *Power BI & Tableau*, 24 November 2022.
23. Course Completion – *Business Analytics with Excel*, 23 June 2022.
24. Workshop – *Customer Grievance Redressal & Financial Inclusion*, Reserve Bank of India, 2017.
25. Workshop – *Capital Markets & Investment Awareness*, 2017.
26. One-Week Training – *Professional Development of Teachers*, NIT Kurukshetra, 2017.

PROJECTS & GRANTS

1. **Project Director** – Research Proposal submitted to ICSSR for Collaborative Empirical Research Project on Jal Jeevan Mission – Grant Applied: ₹10,00,000 (FY 2024–25).
2. **Project Director** – Grant of ₹1,50,000 received from ICSSR for International Conference on *LeadershipX*, held on 3–4 November 2023.
3. **Workshop Director** – Proposal submitted for International Workshop Grant – ₹5,50,000, ICSSR (FY 2024–25).
4. **Principal Investigator** – Seed Money Research Grant Proposal submitted to ICSSR – ₹10,00,000 (FY 2024–25).

CONFERENCES CONDUCTED / CONVENED

1. Organizing Member- International Symposium: Ethical & Sustainable Leadership,

- December 3-4, 2025, NDIM and Pepperdine University, California
2. Organizer- International Marketing Symposium, November 14–15, 2025, Tekirdağ Namık Kemal University, Turkey and NDIM
 3. Advisory Board Member- International Interdisciplinary Conference, Samanvay September 26-27, 2025, SIES (Nerul) College Mumbai
 4. Convener – *International Conference on Global Finance, Technology & Sustainable Development in Emerging Markets*, Lingaya's Vidyapeeth (In collaboration with J&K Economic Association and S.S. International).
 5. Worked in Organizing Committee in "The 3rd International Marketing Symposium held At Tekirdag/Türkiye, 2024.
 6. Convener – *ICSSR Sponsored International Conference on LeadershipX: Innovation and Leadership*, 3–4 November 2023.
-

KEY SKILLS

- Computational Tools:
Microsoft Word, PowerPoint, Excel, SPSS, Mendeley, EndNote, Tableau
 - Languages:
English (Fluent), Hindi (Native)
-

REFERENCES

Prof. Atul Khosla

Founder & Vice Chancellor, Shoolini University, Solan, India

Mobile: +91 9654545645

Dr. Raj Singh

Vice Chancellor, Bennett University, Noida

Mobile: +9811960460

DECLARATION

I hereby declare that all the information furnished above is true to the best of my knowledge.

Dr. Samriti Mahajan