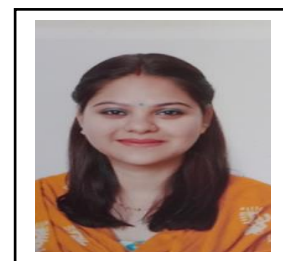


Dr Menka
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DOB: 10th September, 1988



Educational Qualifications

PhD in Marketing Management

University Business School, Panjab University, Chandigarh, India

PhD Thesis: *Influence of Social Media Strategies on Consumer Decision Making Process: An Empirical Study of Select FMCG Products*

PhD Supervisor: (Prof.) Sanjeev Kumar Sharma, (UIAMS, Panjab University, Chandigarh)

Qualified: UGC NET (Commerce)

M.COM, GGDS D College, Sector-32 C, Chandigarh (2009-11)

B.COM (Hons.), Dev Samaj College for Women, Sector-45, Chandigarh (2006-09)

Teaching/Research Experience

- 13 July 2011- till date
Assistant Professor in Department of Commerce and Management, Goswami Ganesh Dutta Sanatan Dharma College, Sector-32 C, Chandigarh, 160030
Working as Assistant Professor (Contractual) in Department of Commerce and Management, Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh from the session 2017 till date
Worked as Assistant Professor (Adhoc) in Department of Commerce and Management, Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh during the session 2013-2017
Worked as Guest Faculty in Department of Commerce and Management, Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh, during the session 2011-2013

Areas of Interest

- Marketing Management- Marketing Communication, Consumer Behaviour, Digital Marketing and Social Media Marketing.

Publications (Journal/Book Chapters)

Journal Publications:

- Sanjeev Kumar Sharma and Menka, "Influence of Social Media Strategies on Consumer Decision -Making Process : A Mediating Role of Consumer Engagement", vol. 13, issue 5, pp. 1668-1679, European Economics Letters, 2023
- Menka, "Evidence on Usage of Social Media Platforms Among FMCG users", vol.ix-Issue11, pp. 612-622, ShodhSamhita- Journal of Fundamental & Comparative

Research, 2021

- Menka, “Social Media Communication: A Study on Social Media Strategies on Consumer Engagement”, vol. xcii-xlvi, pp.19-35, The Journal of Oriental Research Madras, 2021
- Sanjeev Kumar Sharma and Menka, “ An insight on relevance of social media platform in consumer purchase decision”, vol. 7, issue 26(v), pp. 192-198, Shodh Sarita Quarterly bilingual research journal, 2020.
- Menka, “Influence of Peer Communication in Social Networking Sites on Consumer Purchase Intention”, vol. 9(6), pp. 280-295, Zenith International Journal of Multidisciplinary Research, 2019
- Menka “Green Purchase Behaviour: The effect of influential factors on Consumer behaviour regarding eco-friendly products” vol.3, issue 3, pp. 32-45, Sanskruti International Multidisciplinary Research Journal, 2018
- Menka, “E-HRM: An Innovative Tool for Organizational Performance”, vol.5, issue 2, pp.9-11, Indian Journal of Applied Research, 2015
- Menka, “Higher Education: Exploration of Opportunities and Challenges”, vol.5, issue 1, pp. 107-110, International Journal of Research in Commerce, IT & Management, 2015
- Menka, “Essence of Media and its Impact on Society”, vol.2, issue.6, pp.39-42, Indian Journal of Scholarly Research, 2013
- Subina Syal and Menka, “Effective Cloud Computing: Innovation and Challenges”, vol.2, issue 10, pp.1800-1809, International Journal of Management Research and Review, 2012
- Subina Syal and Menka ,“Financial Evaluation of Non-Banking Financial Institutions: An Insight” vol.2, issue 2, pp. 69-71, Indian Journal of Applied Research, 2012
- Subina Syal and Menka, “Consumer is The King- A myth or Reality?, vol.1, issue 8, pp. 363-373, International Journal of Innovative Research and Development, 2012
- Subina Syal and Menka, “Efficiency of banks in Providing Financial Assistance to the Women Entrepreneurs- A Case Study” pp.1-5, vol.2, issue 9, International Journal of Business and Management Tomorrow, 2012

Book Chapters:

- Menka, “Magnitude of Social Media in Sustainable Development”, “The Green Concerns: Importance, Initiatives, Justice, Ethics and Solutions, National Press Associates, 2024
- Menka, “A reflection on sales and marketing professionals of pharmaceutical industry during Covid 19 pandemic”, The new normal socio-economic environment in India A vision beyond Covid 19, Twenty first Century Printing -Press, Patiala in association with BOOKMAN, 2020
- Menka, “Integration of Social Media in empowering green marketing strategies, Revive to Survive: Initiatives and

Conference Proceedings

- Menka, “ Green Jobs in India: A Nexus with Sustainability”, in proceedings of International conference on ‘Sustainable Development in India: Strategies and Way Ahead’, Mohindra Publishing House, 2024
- Sanjeev Kumar Sharma and Menka, “Consumer Engagement through Social Media: An Imperative Factor to Influence Consumer Purchase Decision”, Special issue of Nepalese Journal of Management, in proceedings of 5th International Management Conference(IMC5) at FIIB, ‘Advances in Management through Research, Innovation & Technology’ (AMRIT), , Uniglobe College, Kathmandu, Nepal in collaboration with Fortune Institute of International Business (FIIB), New Delhi, India2020
- Menka, “Mobile Banking: A revolutionary tool in the Digital era” in proceedings of National Seminar on Changing Scenario of Indian Banking Sector, Sapatrishi Publications, Chandigarh, 2019

Book

- Gagandeep, Kamaljit Kaur, Menka and Raman Deep Bhargav, “Digital Marketing Strategies for the Modern Business”, National Press Associates, New Delhi, 2023

Seminars/ Conferences/Symposiums (Paper Presented)

- Presented paper on ‘Role of Social Media in Sustainable Development’ in National Seminar on *Digital India: Empowerment and Transformation towards inclusive Growth* organized by IQAC & Department of Commerce and Economics, Dev Samaj College For Women, Sec-45 B, Chandigarh (March 15, 2024)
- Presented paper on ‘Fostering Sustainable Practices and Innovation: A Chronicle of Initiatives by GGSDS College, Chandigarh’ in National Seminar on *Towards 2030: Teaching the SDGs National Seminar for Learners* organized by National Community Engagement Academic Network in collaboration with Institute of Environment Conservation Advocacy (March 10, 2024)
- Presented paper on ‘Green Jobs in India: A Nexus with Sustainability’ in International Seminar on *Sustainable Development in India: Strategies and Way Ahead* organized by PG Department of Commerce , Management and Economics, Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh (February27, 2024)
- Presented paper on ‘A Significant Role Of Social Media In Encouraging Green Marketing Strategies’ in National Seminar on *Green Business Practices for Sustainable Development* Department of Commerce, Government P.G College For

Women, Sector-14, Panchkula (February 5, 2020)

- Presented paper on ‘A Study Of Usage Level And Purpose Of Social Media Platforms Among FMCG Users’ in International Conference on *India’s Global Ascendancy: Confluence of Innovation and Sustainability in Business and Society* organized by UIAMS , Panjab University (January 23, 2020)
- Presented paper on ‘Online Education: A Relevant Instrument in Context of Education System’ in National Conference on *Skill Development in Higher Education* organized by A.S. College, Khanna in collaboration with Panjab Commerce and Management Association (August 22, 2015)
- Presented paper on ‘E-HRM: An Innovative Tool for Managing HR in Banking Organizations’ in National Seminar on *Innovations in Banking & Financial Markets: Issues and Challenges* organized by University School of Applied Management Panjabi University, Patiala (December 8, 2014)
- Presented paper on ‘Essence of Higher Education: Opportunities and Challenges’ in National Seminar on *Education Reforms: Challenges and Strategies* organized by Goswami Ganesh Dutta Sanatan Dharma College, Sector-32, Chandigarh (9 February, 2013)
- Presented paper on ‘Creative Consumer: Awareness and Protection’ in National Seminar on *Consumer Awareness as an Emerging Force In India* organized by Post Graduate Government College, Sector -46, Chandigarh in collaboration with the centre for consumer studies, Indian Institute of Public Administration Sponsored by Ministry of Consumer Affairs, Food and Public Distribution, Government of India (September 14-15 , 2012)
- Presented paper on ‘Corporate Social Responsibility – An Indian Perspective’ in International Conference on *India in an Era of Global Uncertainties: Issues, Opportunities and Challenges* organized by Gian Jyoti Institute of Management & Technology, Mohali (April 7, 2012)
- Presented paper on ‘The Emerging Role of Media in Our Society’ in National Seminar on *Media and Governance* organized by Post Graduate Government College for Girls, Sector -11, Chandigarh (March 28, 2012)
- Presented paper on ‘Micro, Small and Medium enterprises Role of Govt. intervention and support institutions’ in National Seminar on *MSMEs Challenges and Opportunities*’ organized by Dev Samaj College for Women, Sector 45-B, Chandigarh (March 2, 2012)
- Presented paper on ‘Role of MSMEs in Strengthening the Indian Economy’ in National Seminar on *MSMEs Challenges and Opportunities* organized by Dev Samaj College for Women, Sector 45-B, Chandigarh (March 2, 2012)
- Presented paper on ‘The Role of Economic Reforms in Growth and Progress of the Indian Economy’ in National Seminar on *Economic Reforms : An Unfinished Agenda* organized by Goswami Ganesh Dutta Sanatan Dharma College, Sector -32c, Chandigarh (February 11, 2012)

**Refresher
Courses/Workshops/Training
Programmes**

- FDP on NEP2020 Orientation & Sensitization Programme from 1 February to 14 February, 2024 organized by Malviya Mission Teacher Training Centre (MMTTC), Panjab University, Chandigarh
- Online Faculty Development Programme on Advanced Research Methodology on Data Analytics from 22 June to 28 June, 2023 organized by Nath Post Graduate College, Gorakhpur, UP and Science Tech. Institute Lucknow
- Faculty Development Programme on NEP 2020 and ethical Paradigm in Pedagogy from 21 June to 27 June, 2022 organized by UGC Human Resource Development Centre, Panjab University, Chandigarh in collaboration with Goswami Ganesh Dutta Sanatan Dharma College, Sector -32c, Chandigarh
- Online Workshop on Structural Equation Modeling from 2 March to 10 March, 2022 organized by PG Department of Commerce & Management Goswami Ganesh Dutta Sanatan Dharma College, Sector -32c, Chandigarh in collaboration with Business Research Plasma
- Faculty Development Programme “Research Congress 2021” from 25 May to 31 May, 2021 organized by Department of Business Administration of Maharaja Agrasen Institute of Management Studies under aegis of IQAC & MACS.
- National E-Workshop on Emerging Dimensions of Qualitative Research from 8 June to 13 June, 2021 organized by University Institute of Applied Management Sciences, Panjab University, Chandigarh
- Faculty Development Programme on “Quantitative Analysis using SEM & Qualitative Analysis using Nvivo from 25 May, 2020 to 31 May, 2020 organized by AMITY University, Gwalior and supported by TUHH, University of Hamburg, Germany
- Workshop on Building Business Communication Skills from March 23, 2018 organized by University Business School, Panjab University, Chandigarh
- Instructional Skills Workshop (International Faculty Development Programme) one week FDP in December 2016 organized by Goswami Ganesh Dutta Sanatan Dharma College, Sector -32c, Chandigarh
- Faculty Development Programme from 29 April, 2013 to 3 May, 2013 organized by University of the Fraser Valley & Goswami Ganesh Dutta Sanatan Dharma College, Sector - 32c, Chandigarh

Invited Talks

- Delivered lecture on the topic “Challenges in Supply Chain Management and their Solutions” in the workshop titled Marketing and Supply Chain Management on August 7, 2023 organized by Regional Institute of Cooperative Management, Chandigarh, Ministry of Cooperation, Govt. of India

Administrative Experience

- Member of B.Com Admission Committee of the college from 2017 till date
- Member of Admission Counseling Committee and Student Counseling Committee of the college from 2017 till date
- Member of Time Table uploading committee of the college from 2017 till date
- Time Table Uploading In-charge (Commerce) for session 2022-23, 2023-2024
- Member of the Statistical cell of the college from 2021 till date
- Member of the Institution Innovation Council from 2023 till date and organized various events in the college as a member of IIC
- Member of evaluation committee of SDTBI from November 2024 till date

Extra co-curricular

- Member of Cultural Committee of the college as part of Theater Team for Youth Festival from 2016 till date
- Member of Green Campus Committee of the college from 2022 till date and organized various events in the college and outreach activities
- Member of the NSS team of the college from 2023 till date

Membership of Associations

- Member of Professional bodies:
- Indian Accounting Association
- Institution Innovation Council

Dr Menka