JASLEEN KAUR SAGGU
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Educational Qualifications	**Ph.D. (Marketing) -** pursuing from School of Management Studies, Punjabi University, Patiala, India Ph.D. Supervisor: Dr. Tarannum Mohan Qualified UGC-NET in Commerce (2018) **Master of Commerce -** Government College of Commerce and Business Administration, Chandigarh, India (2015-2017) **Bachelor of Commerce (Honours) -** Government College of Commerce and Business Administration, Chandigarh, India (2012-2015)
Teaching/Research Experience	• 10th January 2020- till date **Assistant Professor** in Department of Commerce and Management, GGDSD College, Chandigarh Teaching Commerce and Management subjects at under-graduate (B.Com, BBA, B.Voc-Retail and Logistics) and post-graduate level (M.Com, PGDPM&LW) • 8th August 2018- 30th April 2019 **Assistant Professor** in Department of Commerce, Government College of Commerce and Business Administration, Chandigarh Taught Entrepreneurship and Small Business, Issues in Indian Commerce, Operations Research, Issues in Financial Reporting to the students of B.Com
Industry Experience	• 12th December 2017- 9th April 2018 **HR Assistant Manager** in Realm Infra
Areas of Interest	• Marketing Management
Publications (Journal/Book Chapters)	**Journal Publications:** Paper titled "Usage of Social Networking during COVID-19 by Millennials in India" in Wesleyan Journal of Research, Vol. 13 No. 8, 53-60. (2020) ISSN: 0975-1386 Paper titled "Trends in Over-the-top (OTT) Video Services in Asian Countries- A Systematic Review of Literature" in The Journal of Contemporary Issues in Business and Government, 29(1), 182–204. (2023) https://cibgp.com/au/index.php/1323-6903/article/view/2481 Paper titled "Factors Affecting Post-adoption Behavioural Outcomes Towards Over- the-top (OTT) Video Services: An Integration of Expectation-confirmation Model and Updated IS Success Model" in Metamorphosis, Sage Journals, (2024) https://doi.org/10.1177/09726225241288644 **Book Chapters:**

Chapter titled "Social Media Marketing" in Paradigms of New Age Marketing, ISBN: 978-93-85835-66-7, National Press Associates, New Delhi, 2019

Chapter titled "Over-the-top (OTT) Video services: Changing Landscape of Media and Entertainment Industry in India" in Changing Paradigm in Corporate Sector and Business Management, ISBN: 978-93-91083-48-9, SLM Publishers, June 2023

Seminars/ Conferences (Paper Presented)	• Presented paper titled "Social Networking Usage during COVID-19: Impact on Millennials in India" in two days Interdisciplinary International e-Conference on Impact of COVID-19 on various areas of Global Economy, Science & Humanities organized by Gondwana University, Gadchiroli (24th-25th June 2020) • Presented paper titled "Usage of Social Networking during COVID-19 by Millennials in India" in AICTE sponsored two-day international conference held at Chandigarh Business school of Administration, Landran (26th-27th August 2020) • Presented paper titled "The Future of Indian Education System: National Education Policy 2020" in two days National Seminar on Implementation of NEP, 2020 organized by Faculty Development Centre, PMMMNMTT, Ministry of Education in collaboration with Department of Education, Kurukshetra University, Kurukshetra (5th-6th March 2021) • Presented paper titled "Cross Channel Shopping: An Emerging Trend Among Shoppers" in ICSSR Sponsored National Seminar on Recent Trends in Information Technology organized by PG Department of Information Technology, Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh (25th March 2022) • Presented paper titled "Over-the-top (OTT) Video Services: Changing Landscape of Media and Entertainment Industry in India" in one day national conference on Changing Paradigm in Corporate Sector and Business Management organized by Department of Business Management and Department of Commerce of PGGC-46, Chandigarh (17th February 2023) • Presented a paper titled "Stepping into a New Era of Video Streaming: The Rise of Over-the-top (OTT) Video Services" in the Two-Day International Conference on VUCA to BANI Navigating the Transition in Business and Society organized by Shiva Shivani Institute of Management (10th-11th February, 2024) • Presented a paper titled "The Carbon Footprints of Over-the-top (OTT) Video Streaming Industry in ICSSR sponsored 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 (27th February 2024)
Refresher Courses/Workshops/ Training Programmes/ FDPs	• Five Days International Virtual FDP on "Exploring New Frontiers in Teaching Tools, AI and Data Analytics" organized by MEASI Institute of Information Technology, Royapettah, Chennai from 29th July to 2nd August, 2024 • Three-Day Faculty Development Programme on "Citation & Reference Management for Scholarly Writing" organised by IQAC, NSB Bangalore in collaboration with Mendeley, Netherlands from 26th to 28th February, 2024 • Online - NEP2020 Orientation & Sensitization Programme from under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) Organized by UGC-Malaviya

Mission Teacher Training Centre (MMTTC), Panjab University, Chandigarh from 1st to 14th February, 2024

- Workshop on "Functional Analytics- HR, Finance and Marketing Analytics" organised by PML Business School in collaboration with IBM from 21st to 23rd November, 2023 and 25th November, 2023
- Five days Faculty Development Program (online mode) on "Impact of Artificial Intelligence and Sustainable Management in today's Dynamic World" jointly organized by Rayat Bahra University, Mohali and PML SD Business School Chandigarh from 15th to 19th September, 2023
- Skill-Based 3 Day Workshop on "Digital Marketing" organized by GGDSD College, Chandigarh in association with MGNCRE, Ministry of Education, Govt. of India from 6th to 8th February, 2023
- Nine days Online Workshop on Structural Equation Modeling organized by P.G. Department of Commerce & Management, GGDSD College, Chandigarh, in collaboration with Business Research Plasma from 2nd to 10th March, 2022
- National Level One Week Online Faculty Development Program on "Moodle Learning Management System" organized by Department of Electronics and Telecommunication Engineering, PICT, Pune in association with Spoken Tutorial, IIT Bombay, from 26th to 30th May, 2020
- Five Days Online Faculty Development Program on "Mentoring and Facilitation Skills for Institutional Mentors" organised by Faculty Development Centre, MGNCRE (Department of Higher Education, MHRD Govt. of India, Hyderabad) sponsored by PMMMNMTT from 27th to 31st May, 2020
- AICTE & ISTE approved One Week Faculty Development Program on "Enhancing Research Capabilities" organized by Society of Materials and Mechanical Engineers (SOMME) from 1st to 5th June, 2020
- Four-week Induction/Orientation Programme for "Faculty in Universities/ Colleges/ Institutes of Higher Education" organized by Teaching Learning Centre, Ramanujan College sponsored by PMMMNMTT of MHRD, Govt. of India from 4th June to 1st July, 2020
- Three days International Level FDP on "Research Methodology" organized by Dnyan Ganga Educational Trust's Degree and Junior College of Arts, Commerce & Science and IAA-Thane Branch from 24th to 26th May, 2020
- Two days "Training Program on Manuscript Drafting and Publishing" (TORMP-2020) conducted by Eudoxia Research Centre from 16th to 17th May, 2020
- One week Faculty development Programme on "Blockchain Technology" conducted by Electronics & ICT Academy, IIT Roorkee at PML Business School, Chandigarh from 20th to 24th January, 2020
- Three days National Workshop on "Data Analysis with SPSS" held at RIMT University, Mandi Gobindgarh from 13th to 15th December, 2019

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