

MUSKAN MIGLANI AGGARWAL

Assistant Professor

Department of Commerce

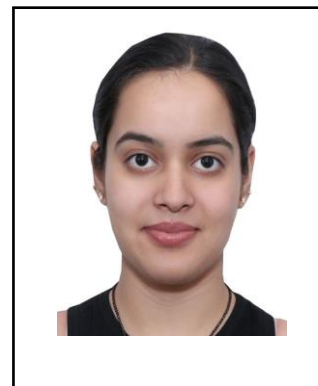
GGDSD COLLEGE Chandigarh

India -160030

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DOB: 6th May 1998



Educational Qualifications

Pursuing Ph.D. in Marketing

Department of commerce, Chandigarh University, Mohali, India

Supervisor: (Prof.) Dr. Nilesh Arora (Director, USB, Chandigarh University)

Qualified U. G. C. in Commerce

Diploma In financial Management- NMIMS University, India (2021-2022)

M.com - GGDSD COLLEGE Chandigarh India (2019-2021)

Bachelor of Commerce (HONRS) – GGDSD COLLEGE Chandigarh, India (2016-2019)

Teaching/Research Experience

- 11 March, 2022-10 July, 2022, 17 January, 2023- till date **Assistant Professor** in Department of Commerce, GGDSD College, Chandigarh

Areas of Interest

**Seminars/
Conferences/Symposiums
(Paper Presented)**

- Consumer Behavior in Digital Environments
- Presented paper on ‘The Mediating Effect Of fear of Missing Out (FOMO) towards the Impact of SNS Addiction and Herding on Purchase Intention of Social Media Users’ in International conference on Emerging Technologies and Sustainable Business Practices (June 23-24, 2023)
- Presented paper on “The Nexus of Financial Literacy, Women's Empowerment, and Green Microfinance: A Holistic Perspective” in National Seminar on “Climate Change and its Impact on Women: Causal Factors and intervention Strategies” (March 16, 2024)
- Presenting a paper titled ‘Connect, Engage and Co-Create: The Role of Social Interactivity, Support and Self-construal in Driving Value Co-Creation in Live-Stream Shopping’ at International Management Perspective Conference (IMPeC) 2025, at the Indian Institute of Management, Sambalpur (January 30 to February 1, 2025).

Refresher

**Courses/Workshops/
Training Programmes**

- Five Day online FDP (faculty Development Programme) on Advanced Data Analysis, January 2023, Chandigarh

University.

- Three-day workshop on “Predictive Modeling Fundamentals “Powered by IBM developer Skills Network” (November 23-25, 2023)
- Faculty Development Programme on “Data Analysis on R” Chandigarh University, Mohali (December 27, 2023)
- One Month Online Workshop on “Structural Equation Modelling with SMART-PLS 4” (December 16, 2023- January 15, 2024)
- Advanced Level Five Days Online Workshop “ Research Methodology using Smart PLS 4.0 and FsQCA” organized by Manav Utthan Society, India (May 24-28, 2024)

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