

**Nupur**  
**Assistant Professor**  
Department of Commerce and Management  
GGDSD COLLEGE Chandigarh  
India -160030  
[nupur1@ggdsd.ac.in](mailto:nupur1@ggdsd.ac.in)  
[nupur94ubs@gmail.com](mailto:nupur94ubs@gmail.com)  
**DOB: 14<sup>th</sup> November 1994**



### **Educational Qualifications**

#### **Pursuing Ph.D. in Marketing**

Department of Commerce and Management, GGDSD College, Chandigarh, India PhD Thesis: *Measuring public value and digital divide in public e service delivery system: A study of select areas of Punjab & Haryana*, Ph.D. Supervisor: Principal Dr. Ajay Sharma  
Qualified U. G. C. (J. R. F.) in Commerce.

**M.Com (Hons.- Banking and Finance)**-University Business school, Panjab University Chandigarh, India (2015-2017)

**PGDCA** – Kurukshetra University, India (2017-2018)

**Bachelor of commerce**- Post Graduate Govt. College for Girls, Chandigarh, Sector 11, Chandigarh, India (2012-2015)

### **Teaching/Research Experience**

- June 4, 2019- September 19, 2023(as junior research fellow and senior research fellow), September 20, 2023- till date (as guest faculty)

**Guest faculty** in Department of Commerce, GGDSD College, Chandigarh

Taught marketing management, Bank management, Financial management, Direct tax, Inventory management, Security analysis and portfolio management at graduation and post-graduation level.

**Resource Person in Department of Commerce (January-April, 2018)** in Post Graduate Government college for Girls, sector-11, Chandigarh.

### **Areas of Interest**

#### **Publications**

#### **(Journal/Book Chapters)**

- Commerce- marketing, fiancé and banking

#### **Journal Publications:**

Published paper titled “Bridging Digital divide Among Demographics: Need Barriers and ways” in Gyan Management, an international bi- annual refereed journal of management and technology (Volume-18, issue-2 July- December, 2024)

Published paper titled “PUBLIC ELECTRONIC SERVICE DELIVERY SYSTEM: MEASURING EXPECTATIONS AND CHALLENGES” in Annals of the Bhandarkar Oriental Research institute in UGC CARE List Group 1.

Published paper titled “NEW MEDIA: HOW CONSUMERS SEEK, ACQUIRE & INTEGRATE BRAND RELEVANT INFORMATION” in Annals of the Bhandarkar Oriental Research institute in UGC CARE List Group 1.

### **Seminars/**

#### **Conferences/Symposiums**

#### **(Paper Presented)**

- Presented a paper titled “Factors Influencing adoption of Public E- Service Delivery System: A literature Review” in ICSSR Sponsored national Seminar on Recent trends in Information Technology organized by PG Department of Information technology held on 25 march,2022.

**Refresher  
Courses/Workshops/  
Training Programmes**

- Attended one day workshop on Innovative social media marketing, organised by UBS, Panjab university (2023)
- Attended 7day online workshop on Research methodology using Smart PLS, organized by Manav Utthan Society, India (2023)

**NUPUR**