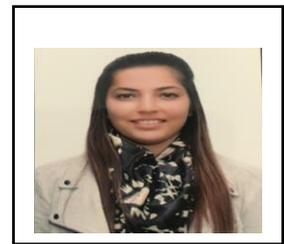


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Educational Qualifications

Pursuing Ph.D. in Marketing Management

School of Management Studies, Punjabi University Patiala, India
PhD Thesis: Role Of Digital Influencers in Customer-Brand Relationship: Impact on Brand Engagement, Expected Brand Value and Purchase Intention, Ph.D. Supervisor: Dr. B B Singla, Co-Supervisor: Dr. Monika Aggarwal

Qualified U. G. C. in Management(June, 2014)

MBA (IT & Telecom) - UIAMS, Panjab

University Chandigarh, India (2012-2014)

B.Tech (CSE) – DAVIET Jalandhar (2008-2012)

12th (non medical)- DCM Sr. Sec. School (2008)

10th – St. Joseph’s Convent School (2006)

Teaching/Research Experience

- 27th August 2022- till date
Assistant Professor in Department of Commerce and Management, GGDSD College, Chandigarh
Teaching Marketing Management, Strategic Management, Insurance Management, Digital Marketing, Commercial Law at Graduate and Post-graduate level
- 10th February 2022- 16th June 2022
Assistant Professor in Department of Commerce and management, PGGC, Sector 46, Chandigarh
Taught Commercial Law, Management Concepts and Practices, Business ethics and Marketing Management at graduate level
- 20th July 2017-30th April 2020
Assistant Professor in Department of Commerce and Management, GGDSD College, Chandigarh
Teaching Marketing Management, Strategic Management, Risk & Insurance Management, Retail management to B.Voc and BBA classes.

Industry Experience

March 2014-August 2015: Vodafone India Ltd, Phase 8, Mohali
Worked as a Marketing Professional with role of an account manager with leading firms.

Areas of Interest

Marketing Management

Publications (Research Papers)

1. “THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON CONSUMER PURCHASE DECISIONS”
EUROPEAN ECONOMIC LETTERS, VOLUME 14, ISSUE 2, 2024 (ISSN:2323-5233), <http://eelet.org.uk>
2. “FACTORS AFFECTING COMPULSIVE BUYING BEHAVIOUR AMONG CONSUMERS DURING ONLINE SHOPPING”, JOURNAL OF INFORMATICS

EDUCATION AND RESEARCH, VOLUME 3, ISSUE 2 (2023), (ISSN: 1526-4726)

3. "E-RETAILING- IMPACT ON CONSUMER BUYING BEHAVIOUR", SCHOLARLY RESEARCH JOURNAL FOR INTERDISCIPLINARY STUDIES, VOLUME 5, JAN-FEB,2018 (ISSN 2278-8808) (SJIF 2016=6.177)
4. "FINANCIAL APPRAISAL: AN OVERVIEW", INSPIRA JOURNAL OF MODERN MANAGEMENT & ENTREPRENEURSHIP, VOLUME 06, JULY 2016, (ISSN: 2231-167X) (IMPACT FACTOR:2.0778)
5. "ACCOUNTING SYSTEM OF OPERATING AND NON-OPERATING INCOMES OF POWER COMPANIES: AN OVERVIEW", SCHOLARLY RESEARCH JOURNAL FOR INTERDISCIPLINARY STUDIES, VOLUME3/14, MARCH-APRIL 2016 (ISSN: 2278-8808) (SJIF 2014=4.889)
6. "CORPORATE GOVERNANCE PRACTICES: A CASE STUDY OF PRIVATE SECTOR BANKS", SCHOLARLY RESEARCH JOURNAL FOR HUMANITY SCIENCE & ENGLISH LANGUAGE, VOLUME 3/14, FEBURARY-MARCH, 2016 (ISSN: 2348-3083) (SJIF 2014= 3.189)
7. "ROLE OF COMMERCIAL BANKS IN FINANCIAL INCLUSION PROCESS IN INDIA-AN OVERVIRE", SCHOLARLY RESEARCH JOURNAL FOR HUMANITY SCIENCE AND ENGLISH LANGUAGE, VOLUME3/13, DECEMBER-JANUARY,2016 (ISSN: 2348-3083) (SJIF 2014=3.189)
8. "FINANCIAL RESOURCE MANAGEMENT OF APEX COOPERATIVE BANKS IN INDIA: A CASE STUDY", SCHOLARLY RESEARCH JOURNAL FOR INTERDISCIPLINARY STUDIES, VOLUME3/22, JANUARY-FEBURARY, 2016 (ISSN: 2348-8808) (SJIF 2014=4.889)

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

1. "GREEN ENTREPRENUERSHIP IN INDIA: OPPORTUNITIES AND CHALLENGES", ICSSR SPONSERED NATIONAL SEMINAR AT HINDU KANYA COLLEGE, KAPURTHALA, 2023-2024
2. "IMPLEMENTING SUSTAINABLE LEADERSHIP PRACTICES TO FORGE A FUTURE OF ORGANISATIONAL SUSTAINABLITY", ICSSR SPONSERED INTERNATIONAL SEMINAR AT GGSDS COLLEGE, CHANDIGARH, 2023-2024
3. "STRIVING FOR EXCELLENCE: NAVIGATING THE PATH FOR FUTURE GENERATIONS IN HIGHER EDUCATION", PCMA SPONSERED NATIONAL

SEMINAR AT ASIAN GROUP OF COLLEGES, PATIALA,
2023-24

4. "DIGITAL TRANSFORMATION: RESHAPING
COMMERCE AND MANAGEMENT IN PRESENT ERA",
PCMA SPONSERED NATIONAL SEMINAR AT BHAI
SANGAT SINGH KHALSA COLLEGE, BANGA, 2019-2020
5. "START-UP INDIA: A STUDY ON ENTREPRENEURSHIP
DEVELOPMENT IN INDIA", UGC SPONSERED
NATIONAL SEMINAR AT SCHOOL OF MANAGEMENT
STUDIES, PUNJABI UNIVERSITY, PATIALA, 2019-2020
6. "ADAPTING TO NEW REALITIES: TRANSFORMING
INDIAN BUSINESSES FOR SUCCESS", PCMA
SPONSERED NATIONAL SEMINAR AT HINDU KANYA
COLLEGE, KAPURTHALA, 2018-19

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