

## **VANSHIKA CHOUDHARY**

### **Research Scholar**

Department of Commerce & Management

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**DOB: 10<sup>th</sup> March 1997**



### **Educational Qualifications**

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

Qualified UGC-JRF in Commerce

**M.Com (Business Economics)** DAV College, Sector 10 Chandigarh, India (2018-2020)

**Bachelor of Commerce (Honours in Management)** Post Graduate Govt. College for Girls, Sector 11 Chandigarh, India (2015-2018)

### **Areas of Interest**

- Marketing Management

### **Publications**

(Journal/Book Chapters)

#### **Journal Publications:**

- Vanshika Choudhary and Ajay Sharma, " Factors Affecting the Acceptance of Pre-Owned Automobiles by Indian Consumers: An Empirical Study, vol. 22, pp. 275-291, YMER, 2023

### **Seminars/**

**Conferences/Symposiums**

**(Paper Presented)**

- Presented a paper on "Narrative Literature Review on Interface of Marketing with HRM: Building Effective Teams in the Digital Era" in the ICSSR-sponsored seminar on "Recent trends in Information Technology" organized by Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh held on 25<sup>th</sup> March 2022.
- Presented a paper on "The Role of Perceived Values and Perceived Risks in Consumer Purchase Intention Towards Pre-Owned Cars" at 2nd International Conference on Business & Management (ICBM 2023) by Delhi School of Management, Delhi Technological University, Delhi, India (19th-20th January 2023)
- Presented a research paper titled "Refurbished Smartphones as a Sustainable Choice: Exploring Consumer Intentions and Influencing Factors" at the ICSSR-sponsored National Conference "Business Transformation: Challenges and Opportunities for Sustainable Growth" held at Shri Ram College of Commerce, New Delhi held on 4th November 2023.
- Presented a research paper titled "Second Hand, First Choice: The Power of Green Messaging in Pre-Owned Car Advertisements" at the 9th PAN IIM World Management Conference "Entrepreneurial Innovation and Digital Governance for Inclusive and Sustainable Growth" held at IIM Sambalpur from 22nd to 24th January 2024.
- Presented a research paper titled "Unveiling the Driving Factors of Pre-Owned Car Acceptance among Indian Consumers: An

Empirical Study” at the ICSSR-sponsored International Conference on Sustainable Development in India: Strategies and Way Ahead held at GGSDS College, Sector 32, Chandigarh held on 27<sup>th</sup> February 2024.

**Refresher  
Courses/Workshops/  
Training Programmes**

- Attended a One-week workshop organized by National Press Associates based on “Statistical Analysis and Basics of Research Using Excel”.
- Attended a One-week online workshop organized by the Department of Statistics, Panjab University based on “SPSS.”
- Attended a One-week International Faculty Development Programme organized by the Management Education and Research Institute, New Delhi based on “Exploring Research Resources and Hands-on SEM”.
- Attended a Five-day workshop organized by Mergen Biologics based on “Advanced Data Analysis with SPSS”.
- Attended a Two-day workshop organized by Commacad based on “Questionnaire Designing”.
- Attended a Three-day International Online workshop organized by the Global Institute of Statistical Solution based on “Academic Writing: Ethical issues”.
- Attended a seminar organized by Readers Club, GGSDS College, Chandigarh based on Research visibility and Impact.
- Assisted in organizing an Awareness program on Gender Sensitization by the College Committee against Sexual Harassment (CCASH) of women at the workplace, GGSDS College, Chandigarh.
- Attended a Two-day workshop organized by Commacad based on “Systematic Literature Review” held on 23rd and 24th July 2022.
- Attended a Two-day Workshop organized by Commacad based on “Qualitative Research with NVivo” held on 15th and 16th October 2022.
- Attended a Six-days Online Workshop organized by Meerashpa Learning based on “Structural Equation Modelling using Smart-PLS 4” held from 17th December 2022 to 2nd January 2023.
- Attended a 5-Days online workshop on “Applied Marketing Analytics” organized by Meerashpa Learning Solutions from 3rd – 7th April 2023.
- Attended a 2 Days online workshop on “Art of Writing Research Papers & Publication” organized by Meerashpa Learning Solutions, from 13th - 14th May 2023.

**Vanshika Choudhary**

