

## RESUME

**Dr. Savita Gupta**

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I have recently completed my PhD from the school of Humanities and Social Sciences under the guidance of Dr. Ravi kiran and Dr. Rakesh Kumar Sharma from Thapar Institute of Engineering and Technology, Patiala. The topic of research is “Analyzing consumer behaviour towards online shopping in context of demonetization in India “.

### ❖ Highlights of the Qualifications

- I have substantial experience as an Assistant Professor, having served at Multani Mal Modi College Patiala for an extensive seven-year tenure. During this time, I instructed a range of courses, including Business Economics, Financial Management, and Research Methodology.
- While working as a teaching assistant in the School of Humanities and Social Sciences, I actively participated in conducting practical sessions that focused on soft skills development.
- My passion for research is evident in my notable publications. One of my papers was recently published in a journal indexed in SSCI, and another has achieved publication in the ABDC (B) category.
- My academic achievements are reflected in my impressive academic records, highlighted by my perfect 10 CGPA in my PhD coursework.
- My commitment to teaching excellence is underscored by my performance in the Thapar Student Rating System (SRS), where I have consistently demonstrated my effectiveness as an educator.

### ❖ Academic Qualification

Examination Passed	Name of Board/University	Year of Passing	% of marks obtained
Matric	CBSE	1998	79.4%
10+2 (Commerce)	CBSE	2000	83.4%
B.Com.	Panjab University, Chandigarh	2003	64.97%
M. Com.	Panjab University, Chandigarh	2005	70.95%
M.B.A. (Finance)	Punjabi University, Patiala	2012	62.38%
UGC NET	NET in Commerce NET in Management	6/2006 6/2013	-

### ❖ Work Experience: 7 Sessions

Worked as an Assistant Professor (Management) at Multani Mal Modi College, Patiala. (July 2009-April 2016)

Worked as Teaching Assistant in Thapar Institute of Engineering and Technology ,Patiala from 1/08/2017 to 30/06/2018,23/07/2018 to 30/06/2019 and 20/09/2020 to 28/02/2021.

Worked as Visiting Faculty in the Thapar School of Liberal Arts and Sciences and taught ‘Corporate Valuation’ to BBA 6<sup>th</sup> semester students from January 2024 to June 2024.

### ❖ Papers Published

1. “Citizen’s satisfaction about Suwidha centers -A case study of Patiala” in PCMA journal of Business, Dec.2014.
2. Examining the effectiveness of the Make in India initiative in fostering innovation in business in Journal of International Business and Economy(2018) 19(1):102-122 indexed in ABDC.
3. Embedding Technology Interface and Digital Payment Drivers in the Unified Theory of Acceptance and Use of Technology 2 Model: Transforming Behavioral Intention to Sustained Intention in Sustainability (2023), 15, 13018 <https://doi.org/10.3390/su151713018> indexed in SSCI **Impact Factor: 3.3 (2023)**; 5-Year Impact Factor: 3.6 (2023) MDPI.
4. Validating the role of digital payment mode as a new driver of online shopping: A modified UTAUT2 model in Journal of Public Affairs (2022) <https://doi.org/10.1002/pa.2434> Indexed in:Scopus ABDC Category B WOS impact factor 2.7
5. Factors impacting online shopping in India: an empirical approach to extending UTAUT2 with the digital payment mode and attitudes toward technology in Global Knowledge Memory and Communication (2024) Indexed in ABDC Category B
6. Customers’ Attitude Towards Online Shopping and Impact of Demographic Variables in Flexibility, Resilience and Sustainability. Flexible Systems Management. (Springer book series) (2024) <https://doi.org/10.1007/978-981-99-9550-9>

### ❖ Papers Presented

1. “E-governance , challenges and opportunities”at National seminar held at M.M. Modi college Patiala on April 6<sup>th</sup> , 2013.
2. “TECHNOLOGY-the game changer in innovative financial services” in International conference held at Chandigarh university, Gharuan on Feb. 8-9<sup>th</sup> ,2014.
3. “Bancassurance how long relation between Banking and Insurance will survive” at National seminar, University school of Applied management,Punjabi university, Patiala Dec.8<sup>th</sup> , 2014.
4. “Save Mother Nature Green computing -the utmost requirement” at international conference at PIMT Gobindgarh on Dec 20<sup>th</sup> ,2014.

5. “Hospital waste management” in RACES-2015 at M.M. Modi college, Patiala.
6. “Analysis of consumer Behaviour for online shopping” at National seminar at SCD govt. college Ludhiana on Feb 24<sup>th</sup>, 2015.
7. “Women Empowerment through E –governance” at National conference at M.M. University, Mullana on 31 st march ,2015
8. “Effect of international reporting standards on sustainability reporting” in National conference at CGC ,Jhanjeri Mohali on 27th march ,2015
9. “Corporate sustainability Reporting under International Financial Reporting Standards” in National Seminar at Govt. Post Graduate College, Ambala Cantt. On 6 th Feb,2016.
10. “Demonetisation: An ethical way of dealing with black money” in National Seminar at Punjabi University,Patiala on 21-22 march,2017.
11. “Fostering innovation in business through ‘Make in India’” at ICSM 2018 at IIM Kashipur on 25-28<sup>th</sup> May 2018.
12. “E governance in India - Major Success stories” at one day international conference at Maharaja Agrasen University, Baddi on 9<sup>th</sup> Oct.2018.
13. “An empirical panel data analysis of factors influencing working capital requirements in emerging economies - Evidence from the BSE listed Companies” at ICBAI 2018 held at IISC Bangalore on 20-22<sup>nd</sup> Dec,2018.
14. “Digital mode of payment as a mediator between drivers of online shopping and Behavior Intention: an emerging economy case” at ICBAI 2018 held at IISC Bangalore on 20-22<sup>nd</sup> Dec,2018.

#### ❖ FDPs Attended

1. Workshop on National e-governance Plan on Dec 22,2011 at Punjabi University,Patiala.
2. UGC sponsored FDP by MM Modi college Patiala from 1-15<sup>th</sup> July,2014.
3. “Training of Trainers on Life Skills” organized by RGNIYD on 6-12 july,2015.
4. Wiley sponsored workshop on “Academic publishing for quality research” at TIET,Patiala on 12th April,2019.

#### ❖ Extension Activities

1. Exam Duties for different Competitive/ Recruitment Exams held in the college like UGC NET Exam, PPSC Exam, SSC Exam, Bank Exam etc.
2. Punjabi University, Patiala (Exam Duties, Evaluators)
3. Examiner for Practical Examination of Punjabi University Patiala in different colleges under Punjabi University Patiala.
4. Paper setter and evaluator for Mata Gujri College,Fatehgarh Saheb.

5. Member of organising committee of the International Conference ICREII-2016 SHSS, Thapar University Patiala.
6. Participated in slogan writing competition by SVEEP Patiala on 9<sup>th</sup> May 2019.
7. Acting as a reviewer for various journals indexed in SSCI , Scopus and ABDC.

#### ❖ Personal Details

Father's Name	:	Late Sh. T R Gupta
Date of Birth	:	24-02-1982
Nationality	:	Indian
Languages Known	:	English, Hindi, and Punjabi.
Marital Status	:	Married

#### DECLARATION

I hereby declare that above information is correct to the best of my knowledge and belief.

Place: Patiala

Dr. Savita Gupta

Dated: 18 July 2024