

Application for the post of Assistant Professor (Commerce)

CURRICULUM VITAE

PERSONAL DETAILS

Name: Swati Gupta

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EDUCATIONAL DETAILS

Examination	Year of Passing	University/ Board	Percentage
Matric	2010	PSEB	85.89%
10+2	2012	PSEB	89%
B.Com	2015	PU, Chandigarh	81.94%
M.Com	2017	PU, Chandigarh	79.14%
UGC-NET	2017	--	64%
PhD	Pursuing	Punjabi University, Patiala	

SPECIAL ACHIEVEMENTS TO THE CREDIT

- ❖ Appointed as **Reviewer** of Journal of Economic Studies, **Emerald Publishing Limited, indexed under ABDC-B Category**, Web of Science, Scopus, EBSCO and Emerging sources citation index.
- ❖ Appointed as **Reviewer** of Journal of Science and Technology Policy Management, **Emerald Publishing Limited, indexed under ABDC-C Category**, Scopus, EBSCO and Emerging sources citation index.
- ❖ Appointed as **Reviewer** of Industrial Management and Data System, **Emerald Publishing Limited, indexed under ABDC-A Category**, Scopus, EBSCO and Emerging sources citation index.

- ❖ Appointed as **Reviewer** of Tourism and Hospitality Research- **Sage Publications** indexed under **ABDC-B Category**, Scopus, EBSCO and Emerging sources citation index.
- ❖ Appointed as **Reviewer** of International Journal of Emerging Markets- **Emerald Publishing Limited, indexed under ABDC-B**, ABS, Scopus, EBSCO and Emerging sources citation index.

WORK EXPERIENCE

- **4.5 years** of teaching experience as Assistant Professor at Sri Aurobindo College of Commerce & Management, Ludhiana from July 2018 to November 2022.
- **Subjects taught** at Graduation level (B.Com & BBA): Issues in Indian Commerce, Entrepreneurship and Small Business, Auditing and Secretarial Practices, Business Environment, Human Resource Management, Project Management, Consumer Behavior, Sectoral Aspects of Indian Economy, Issues in Financial Reporting
- **Area of specialization:** Marketing, Accounting & Finance

PUBLICATIONS

- Paper titled " Benchmarking the private sector banks in India using MCDM Approach" has been published in **Journal of Public Affairs-** Wiley Publications (Indexed **ABDC- B Category, Scopus and UGC**)
- Research paper titled "Prioritizing intentions behind investment in cryptocurrency: a fuzzy analytical framework" published in **Journal of Economic Studies(Q2)- Emerald Insight (Indexed ABDC- B, SCOPUS, UGC, EBSCO, ESCI)**
- Research paper titled "Comparative analysis of service quality of Big Bazaar and Spencer's: a fuzzy approach" published in **international journal of quality and reliability management(Q2)- Emerald Insight (Indexed ABDC- B, ABS, SCOPUS, UGC, EBSCO, ESCI)**
- Research paper titled "Corona's spillover effects on tourism industry: Scale development and validation" published in **Tourism Analysis: An Interdisciplinary Journal. (Q2, Indexed ABDC- A, SCOPUS, EBSCO, ESCI)**
- Research paper titled Influence of contextual factors on investment decision-making: a fuzzy-AHP approach published in **Journal of Asia Business Studies (Q1, ABDC-C, Scopus, Emerald)**
- Research paper titled "ICT- A SURVIVING TOOL FOR ECONOMY IN THE PHASE OF SOCIAL DISTANCING: A SYSTEMATIC LITERATURE REVIEW" published in **Kybernetes (Q2, Scopus, H-Index-40, IF-2.235, Emerald)**

- Research paper titled “PRIORITISING CROWDFUNDING BENEFITS: A FUZZY-AHP APPROACH” published in **Quality & Quantity (Q1, ABDC-B, SCOPUS, UGC, H-Index-57, Springer)**
- Research paper titled “DARK TOURISM INTENTIONS: MODERATING EFFECT OF XENOPHOBIA” published in **Anatolia (Q2, ABDC-B, SCOPUS, UGC, Taylor & Francis, H-Index- 29).**
- Research Paper titled “A systematic Literature review and bibliometric analysis of noise trading” published in **Qualitative research in Financial Markets (Q3, ABDC- B, Scopus, WOS, UGC, H-Index- 20).**
- Research Paper titled "PRIORITIZING THE REQUISITE SKILLS POSSESSED BY REVENUE MANAGERS OF HOSPITALITY INDUSTRY: AN ANALYTIC HIERARCHY PROCESS APPROACH" published in **International Journal of Revenue Management (Q4, ABDC- C, Scopus, UGC, H-index- 12)**
- Research Paper titled "AN ISM AND MICMAC APPROACH FOR MODELLING THE CONTRIBUTORS OF MULTIBAGGER STOCKS" published in **Asia-Pacific Financial Markets (Q3, ABDC-C, Scopus, UGC, H-index- 22, Springer)**
- Research Paper titled “Forecasting Future Trends in Crude Oil Production in India by using Box- Jenkins Autoregressive Integrated Moving Average (ARIMA) published in **AIP Conference Proceedings.**
- Research Paper titled “Normative Influence and Masstige Purchase Intention: Facilitators, Inhibitors, and the Moderating Effect of Celebrity Endorsement” published in **International Journal of Consumer Studies (ABDC- A, IF- 7.1)**
- Research Paper titled “What Drives Customers Crazy for Green Vehicles? A Fuzzy AHP Approach” published in **Environment, Development and Sustainability (Q1, Scopus, UGC, SSCI, JCR, H-Index- 72, IF- 4.9, Springer)**
- Research Paper titled “Analyzing shopping cart abandonment enablers; an ISM and MICMAC approach” published in **International Journal of Quality and Reliability Management (Q2)- Emerald Insight (Indexed ABDC- B, ABS, SCOPUS, UGC, EBSCO, ESCI)**

WORKING PAPERS:

- Cyberloafing in the workplace: Are employees ruining the work culture??
- Systematic Literature Review- Masstige Brands

SEMINARS/WEBINARS, CONFERENCES, WORKSHOPS, FDPs ATTENDED

- Attended a National Webinar on “COVID-19: Lessons for Educators”.
- Attended a webinar on "Enhancing Research Effectiveness using Scopus, ScienceDirect and Mendeley"
- Attended a Professional Development webinar on "A Hand on Approach for developing e-Content"
- Attended a Professional Development webinar on "Leading successfully in turbulent times".
- Attended a webinar on Millennial Term 'BLOGGING'
- Attended a Virtual Conference on Unlocking of Higher Education Institutions
- Attended a Digital Transformation of Higher Education in India'

- Attended a CMS in-touch webinar on 'Global Management Education in Post Covid-19 Era'.
- Attended a Webinar on “Life Goal Setting and Achievement”
- Attended an International seminar on Management Education and Research: Current Issues and Emerging Trends
- Attended a Webinar on “A Hand on Approach for developing e-Content
- Attended a workshop on Research in the time of pandemic by department of English and Cultural studies, PU, Chandigarh
- Attended an online two-week Faculty Development Programme on Managing Online Classes and Co-Creating MOOCs organized by Teaching Learning Centre, Ramanujan College (University of Delhi)
- Attended a Research Methodology', workshop at IITM, New Delhi.
- Attended a Workshop on ‘Case study writing by Dr. Bhawna Chhabra
- Attended a workshop on Structural Equation Modeling by Dr. Dheeraj Nim, Associate Professor, Oriental University, Indore.
- Attended a Workshop on ‘Research Methodology’ by Dr. Asha Chawla and Dr. Seema Malik
- Attended a one-day workshop on Understanding MCDM Techniques: insights on AHP and Fuzzy AHP
- Advance Review Technique with special emphasis on quality Publications organized by PCTE group of Institutions in collaboration with association for research & advanced studies (Regd.)
- Seven-day FDP on A Paradigm Shift in Teaching, Learning & Evaluation
- 30 hours online workshop on “Structural Equation Modelling using Amos & Process Macro” by research shiksha
- Two-day national workshop on Delivery & Design of Case Studies by Sri Aurobindo College of Commerce & Management, Ludhiana
- Presented research paper titled “Emergence of a new luxury: Masstige brands” in a national level seminar on “Resurgent India: Emerging Business Strategies for Growth and Performance (RIEBSGP-2022)” at School of Management Studies, Punjabi University, Patiala

EXTRA CURRICULARS

- Certification Course on “Practical Time Series Analysis” through Coursera.
- Computer based accountancy course in Khalsa College for Women
- Management Development Program focusing on soft skills and hard skills
- Training at Virat Knitwear’s Pvt Ltd
- NSS Volunteer at college level
- NCC cadet at school level and attended 15 days trekking camp at Kufri