

Dr. Namita Bhandari

Assistant Professor
Department of Commerce

✉ namitabhandari.mcm@gmail.com

☎ 8699008723

Areas of Interest

- Research Interest in the Marketing Domain (Consumer Behavior, Marketing and Ethics, Marketing and Bottom of the Pyramid, Customer Experience, International Marketing)

Educational details

Degree	Year	University	Percentage	Medals/ Positions
Ph. D.	2017	Panjab University (UBS)		
MBA	2002	Punjab Agricultural University, Ludhiana	78%	
B Com	2000	MCM DAV College, CHD, Panjab University	64%	

Professional Details

Designation	From	To	Organization
Assistant Professor	July 2013	Till Date	MCM DAV College for Wome, Sec -36A, CHD.
Assistant Professor	Dec 2010	June 2012	Chitkara University, Punjab
Senior Business Development Manager	July 2008	June 2009	Educomp Solutions Ltd.
Sales Manager	July 2007	July 2008	ICICI Life Insurance Co. Ltd. Chandigarh.
Assistant Manager	Sep 2002	July 2007	Citifinancial Consumer Finance India Ltd. (Branch Manager Sep 2006 to July 2007)

Awards & Recognitions

Award	Institute	Year
Best Paper Award (at International Conference on Management in the New World order)	IIM Ranchi	2012

Research Publications

Title	Journal	Refereed	Date and Year of Publication	Online Link
H.F.C. Financed Small Scale Industrial Units – Reasons For Success And Failure	Journal of IPM Meerut, 4(2)		Jul-Dec 2004	
Latest Trends In	New Horizon (Journal, MCM		2013	

Marketing	DAV College), XI Issue, ISSN 2277-5218			
Online Consumer Behavior: An Exploratory Study	Global Journal of Commerce and Management Perspective. Vol. 2, No. 4 (2013), ISSN 2319-7285		2013	http://www.gifre.org/gjcmp/gjcmpcurisu.aspx
Marketing in the Time of Cultural Diversity	Gian Jyoti E-Journal, Vol. 4 (1), Jan-Mar, 2014		2014	http://www.gjimt.ac.in/wp-content/uploads/2014/02/Namita_Marketing-in-the-time-of-cultural-diversity.pdf
Understanding The Differences In Codes Of Ethics Of Culturally Different Nations' Multinational Banks	International Journal Of Trade & Global Business Perspectives', Vol. 3(1), Jan-Mar 2014, ISSN - 2319-9059 (Print		2014	
Determinants of Customer Switching towards Mobile Number Portability	Paradigm, 18(2), (Dec, 2014) 199-219, ISSN: 0971-8907		2014	
Ethics and Business	Biz & Bytes (Research Journal of Management & Technology), Vol 6(1), 97-103, Issue: June 2015, ISSN 2320897X		2014	
Customer Experience: A Sustainable Business Differentiator	Gian Jyoti E-Journal, Vol. 5 (3), 2015, ISSN 2250-348X		2015	
Sustainability: A Strategic Business Perspective	Biz and Bytes, 2018, ISSN no: 2390 897X		2018	
Customer Experience and Digitization: Creating Magic at Every Touchpoint	New Horizon, 2018, ISSN no: ISSN22775218		2018	

Miscellaneous

- NSS Program Officer at MCM DAV College for Women (Successfully executed various Govt. initiated schemes namely Swachat Hi Sewa, Saarthi Project, Disability Audit, Malaria Awareness Drive, Swachata Pakhwara; organization of blood Donation Camp; Nikita Bharti , an NSS Volunteer got selected for Republic Day Parade 2019, New Delhi,)
- Nodal Officer Swachh Bharat Summer Internship 2018 (Satvikaa Singh from the team got first prize at State Level)
- Coordinator Unnat Bharat Abhiyaan