

Dr. Gagandeep Kaur

**Assistant Professor
Commerce**
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Areas of Interest

Marketing, Finance and Human Resource Management

Educational details

Degree	Year	University	Percentage	Comments
B Com	Guru Nanak Dev University, Amritsar	2000	60	
M Com (Finance)	Guru Nanak Dev University, Amritsar	2002	60	
UGC-NET-JRF	UGC	2005	-	
Ph D	Guru Nanak Dev University, Amritsar	2012	-	

Professional Details

Designation	From	To	Organization
Assistant Professor	07-07-2012	Till date	Mehr Chand Mahajan DAV College for Women,, Chandigarh

Awards & Recognitions

Award	Institute	Year
UGC-NET-JRF	UGC	2005

Research Publications

Title	Journal	Refereed	Date and Year of Publication	Online Link
Perception of Bank Employees' towards Working Environment of Selected Indian Universal Bank	International Journal of Bank Marketing	Referred	ISSN No.0265-2323, Vol. 33, Issue 1, pp. 58-77, 2015	
Customer Satisfaction and Universal Banks: An Empirical Study	International journal of Commerce and Management	Referred	Volume 21, Issue 4, pp. 327-348, 2011	
Bank Selection Criteria: Empirical Study on Indian Universal Bank Customers	Asia Pacific Marketing Review	Referred	Vol.11, No.1, pp.40-54, ISSN:2277-2057	

Job Satisfaction among Bank Employees: An Empirical Study of Indian Universal Banks	Asia Pacific Business Review	Referred	Vol. V, No.4, pp.43-55	
Determinants of Customer Satisfaction- An Empirical Study of Selected Indian Universal Bank	ICFAI University Journal of Bank Management	Referred	Volume X, Issue 1, pp. 31-45	
Books				
	Title	Publisher	Year of Publication	
	Employee Perception and Customer Satisfaction- A Study of Selected Indian Universal Banks	Lambert Academic Publishing	2014	
	Human Resource Management	Unimax Publications	2017	
	The Retails makes Headway, Pulling out all the Stops: A Indian Perspectives	Twenty First Century Publications	2017	
	Entrepreneurship and Small Business	Unimax Publications	2017	
Projects Undertaken				
ICSSR sponsored Minor Research Project on “A Study of Awareness Level and Determinants of Purchase Decision of Health Insurance in Punjab: A Women Perspective.				