


Name				
		Assistant Professor PG Department of Commerce <a href="mailto:dishasharma@mcmdavcwchd.in">dishasharma@mcmdavcwchd.in</a> 9815612611		
Areas of Interest				
<ul style="list-style-type: none"> <li>Marketing (Consumer Behaviour)</li> <li>Taxation and Accounting</li> </ul>				
Educational details				
Degree	Year	University	Percentage	Comments
Pursuing Ph.D. in Marketing	2017-18 onwards	University Business School, Panjab University, Chandigarh		
M.Com(E.Com)	2006-08	University Business School, Panjab University, Chandigarh	70%	
B.Com (Hons.)	2003 – 2006	Panjab University	69.88%	
Professional Details				
Designation	From	To	Organization	
Assistant Professor	December, 2010	Till date	MCM DAV Collegefor Women, Chandigarh	
Assistant Professor	October, 2008	November, 2010	DAV College, Chandigarh	
Awards & Recognitions				
Award		Institute	Year	
Best paper award in the ICSSR sponsorednational seminar on Digitalizing India: An Endeavour to Empower and TransformBusiness		MCM DAV College forWomen	2018	
UGC NET and JRF in commerce qualified		UGC	December, 2008	
Research Publications				
Title	Journal	Refereed	Date and Year of Publication	Online Link
The Role of Visual and Haptic Sense in Influencing Impulsive Buying Behaviour	New Horizons	Double-blind peer reviewed	August, 2019 ISSN 2277-5218	
Title	Publisher	Year of Publication		
Chapter titled “Facebook as an Advertising Catalyst affecting Consumer Purchase Intention: An Empirical Study” (Chapter 4) in an edited book titled Digitalizing India: An Endeavour to Empower and	Mohindra Publishing House, Chandigarh ISBN: 978-93-86558-54-1	2018		

<b>Transform Business.</b>		
<b>Chapter titled Green Retailing by Patagonia Inc.: Lessons for Indian Brands (Chapter 5) in an edited book titled Retail Makes Headway, Pullingout all The Stops: An Indian Perspective.</b>	<b>Twentyfirst Century Publications, Patiala ISBN:978-93-85449-67-3</b>	<b>2017</b>
<b>Chapter titled “Navigating e- business in the 21<sup>st</sup> Century: Innovative Marketing Strategies (Chapter No14) in an edited book titled Navigating Business in the 21<sup>st</sup>Century: Opportunities and Challenges.</b>	<b>Mudranik Technologies Pvt Ltd ISBN 978-93-83303-43-4</b>	<b>2014</b>
<b>Miscellaneous</b>		
<ul style="list-style-type: none"> <li>Delivered a talk at a workshop on “Start Ups- Motivating Youth Towards Self Employment Ventures” organized by the PHD Chamber on 16<sup>th</sup> January, 2017 at the Apeejay Institute of Management, Technical Campus, Jalandhar</li> </ul>		