

Dr. Pallavi Dua

Jagannath International Management School

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Email: pallavi.dua@jagannath.org

Specialization Marketing and Finance

Designation Assistant Professor

Educational

Qualification Ph.D. in Marketing (University School of Applied Management, Punjabi University)

Master of Business Administration (Kurukshetra University)

Bachelor of Commerce (Kurukshetra University)

UGC-NET and Junior Research Fellowship Qualified

Experience Teaching: 8.5 years

Research Interest Consumer Behavior, E-marketing, Social Media Marketing, Customer Engagement, Live Commerce, Metaverse adoption intention, AI Chatbots, and purchase intention

Research Publications

- Dua, P. (2018). A Review on Web based factors influencing consumers online shopping. *Mangalmay Journal of Management and Technology*, 8(1), 7-13.
- Gupta, A. & Dua, P. (2018). Cash to Cashless Economy- A move ahead of Demonetization. *Mangalmay Journal of Management and Technology*, 8(1), 26-34.
- Sharma, K. & Dua, P. (2019). Assessing the Consumers' Purchase Frequency for Apparel E-shopping: A Demographic Perspective. *International Review of Social Sciences and Humanities*, 9(1), 17-27. **(UGC Care Approved)**
- Sharma, K. & Dua, P. (2019). Website Attributes and their influence on Future E-Purchase Intention: An Empirical Study of Online Apparel Consumers. *PIMT Journal of Research*, 12(1(A)), 72-77. **(UGC Care Approved)**
- Dua, P., B. & Pandey, M.P. (2021). Impact of Socio-Demographics on Purchase Frequency in Online Retailing in India. *Empirical Economics Letters*, 20(1), 85-101. **(ABDC- C)**.
- Dua, P. & Uddin, S.M.F. (2022). Impact of Perceived Website Cues on Purchase Experience and E-Purchase Intention of Online apparel Buyers. *International Journal of Electronic Business*, 17(2), 204-222. **(Scopus Indexed)**
- Dua, P. (2023). Building purchase intention through live streaming platforms: Mediating role of customer engagement. *Journal of Promotion management*, 1-24. **(Scopus Indexed, ABDC-B)**
- Dua, P. (2023). Gender Based Pricing- Sword for women only, or men are also grinding. *Korea Review of International Studies*. 16(9), 144-160. **(ABDC-C)**

## Books/Books Chapter/Review

- Book Chapter entitled “Rethinking Metaverse as a buzzword or the next phase for the next Generation Hospitality Industry” (**Accepted for Publication in CRC Press by Taylor and Francis Book- AI, Blockchain and Metaverse in Hospitality 4.0: Case studies and Analysis, Scopus Indexed**)

## Other Achievements

- Successfully Completed UdeMy Online Certification course in “Marketing Analytics: Stand out by Becoming an Analytics Pro” in August 2023.
- Successfully Completed seven days online workshop on Research Methodology using Smart PLS and Bibliometric Analysis organized by Manav Utthan Society (MUS) India from 18<sup>th</sup> March to 24<sup>th</sup> March 2023.
- Successfully Completed NPTEL Online Certification 8 weeks Course in “Accreditation and outcome Based Learning” with a consolidated score of 82% organized by IIT Kharagpur and funded by Ministry of HRD, Govt. of India, (July-Sep 2021).
- Successfully Completed Eight days workshop on “Universal Human Values and Professional Ethics” organized by TEQIP-III Value Education Cell, AKTU at Galgotias college of Engineering and Technology, Greater Noida from 15<sup>th</sup> to 22<sup>nd</sup> January 2019.
- Successfully Completed One-week National Level training Workshop on “Statistical application to Research Data Visualization & Analysis” organized by Refocus Behavioral services at Post Graduate College, Sec-46, Chandigarh from 8<sup>th</sup>- 14<sup>th</sup> January 2018.
- Successfully Completed two weeks Faculty Development Program on “Coaching the coach on Entrepreneurship Development” implemented by Entrepreneurship Development Institute of India and organized at G.L. Bajaj Institute of Management and Research in December 2016.

## Research Paper Presentations-

- Presented a paper entitled “Make in India : Prospects and Challenges” at International Conference held at Chandigarh Group of Colleges, Landran on March 2016.
- Presented a paper entitled “Demonetisation: A conceptual Review of Indian Framework” at National Conference in Mody University of Science and Technology, Rajasthan in February 2017.
- Presented a paper entitled “Recent Trends Of Retailing in India ”at International Conference on New Horizons in Science, Engineering, Management and Humanities at IIMT College of Engineering, Greater Noida held on 16<sup>th</sup> February 2018.
- Presented a paper entitled “A Study on Consumer Satisfaction regarding telecom service providers in India” at 10<sup>th</sup> International Conference on Strategies for promoting Inclusive development organized by Dr. Bhim Rao Ambedkar College, University of Delhi on 16<sup>th</sup> March 2018.

- Presented a paper entitled “Handling a post purchase dissonance effectively among the consumers in the growing economy” at International Seminar on New Challenges of Business in Indian Economy” at GNIOT Group of Institutions, Greater Noida held on 27<sup>th</sup> October 2018.
- Presented a paper entitled “An Empirical investigation of the influence of perceived website cues on purchase experience and e-purchase intention of virtual apparel buyers” at International e-conference on Transitioning from digital inclusion to digital empowerment organized by Sharda University in association with University of Al-Kharj, Saudi Arabia held on 26<sup>th</sup> -27<sup>th</sup> November 2020.
- Presented a paper entitled “Deadly Virus Covid-19 - An outbreak turns into epidemic in financial market” at International e-conference on Transitioning from digital inclusion to digital empowerment organized by Sharda University in association with University of Al-Kharj, Saudi Arabia held on 26<sup>th</sup> - 27<sup>th</sup> November 2020.
- Presented a paper entitled “Pink Tax- Awareness and Perception of Gender Based Pricing” at Online International Conference on Sustainable Business Practices – 2022 (SBP22) organized by Galgotias College of Engineering and Technology, Greater Noida on 8<sup>th</sup> -9<sup>th</sup> March 2022.