

Dr. Samridhi Chadha

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Specialization	French Language
Designation	Assistant Professor
Educational Qualification	Ph.D., MBA (I.B.), M.A. (French Language), M.Phil. (Business Communication), D.E.L.F.
Experience	Teaching : 17
Research Interest	Communication & Marketing
Membership of Professional / Academic Bodies	-
Research Publications	Research Publications <ul style="list-style-type: none">• Samridhi Chadha, Dr. Abha Purohit “Impact of Service Quality on Customer’s Satisfaction in Banking Sector -A Study in Delhi & NCR” GE-International Journal of Management Research Vol. 5, Issue 2, February 2017 Impact Factor- 5.779 ISSN(O): 2321-1709, ISSN(P): 2394-4226• Samridhi Chadha, Dr. Abha Purohit “Service Quality of Banks in Delhi & NCR - customer’s perception & view” International Review of Business and Finance ISSN 0976-5891 Volume 9, Number 1 (2017), pp. 1-6.• An article was presented on A Positive Life Philosophy ‘<i>Nichiren Daishonin’s Buddhism</i>’. International Conference on “Role of Translation in Nation Building, Nationalism and Supra-nationalism” New Delhi, December 16-19, 2010 jointly organized by Indian Translators Association and LingualIndia, hosted by Instituto Cervantes, New Delhi.
Books/Books Chapter/Review	-
Other Achievements	<ul style="list-style-type: none">• Training Programme conducted for - ITBP, BSF, Jindal Power, Ethos Power, JAIN TV, Swam Rotary Piston Blower, Marwah Group, KNM Advisory Pvt Ltd, Xestion Advisor.• Taught Hindi & Indian culture to French natives.• National Seminar on “Relationship Marketing- Opportunities and Challenges” on 3rd February, 2018• National Seminar On “Changing Consumer Trends in Indian Rural Markets- Perspectives, Practices and Prospects” on 18thFeb, 2017• National Marketing Seminar on 6th Feb, 2016