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Dr. Arshdeep Kaur, working as Assistant Professor at Maharaja Ranjit Singh Punjab Technical University has Master's in commerce and she has been awarded Ph.D. degree by IIS university, Jaipur. She did her doctoral research on 'Analysis of Determinants of Buying Behaviour in Organised Retail Stores (with special reference to Rajasthan)'. She is UGC-NET qualified in commerce, conducted by India's leading testing agency NTA. She possesses four and half years of teaching experience at post-graduation level. She attended various Faculty Development Programs sponsored by the National Institute of Technical Teachers Training and Research (NITTTR). She has published five research papers in international Journals. All her research is aimed to generate knowledge pool in the field of commerce and management. Besides, she has attended various international conferences and presented papers in those conferences. She has been constantly seeking and paving ways to impart quality education in the field of commerce and management. She works as Assistant Professor at University Business School, MRSPTU.