

Dr. Arshdeep Kaur



CAREER OBJECTIVE

My aim is to work innovatively for the enhancement and betterment of education. I aspire to work for an institution which offers career growth and chances to improve my knowledge and where I can learn, innovate and function effectively to contribute towards organizations goals.

EDUCATION

L11, Staff Colony, MRSPTU
Bathinda 151001

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- UGC NET in COMMERCE (2019)
- Ph.D. from IIS University, Jaipur, Raj (2016)
- M.Com. from IIS University, Jaipur, Raj (2012)
- B.Com. from International College For Girls, Jaipur, Raj (2010)
- 12th from Mody Inst. Of Education And Research, Laxmangarh, Raj (2007)
- 10th from V.M.P. School, Rai Singh Nagar, Raj (2005)

EXPERIENCE

October 2020–Present

Assistant Professor
MRSPTU

July 2016–Dec 2017

Assistant Professor
Sachdeva Girls College (Affiliated to Punjabi University Pataila)

CERTIFICATION/PARTICIPATION

- Certification of Appreciation for being a session chair in the ICMESS 2023, held on March 16-17,2023

- Certificate of participation in Capacity Building Program on Research Methodology in social Sciences sponsored by ICSSR North Western Regional Centre, Chandigarh, From 24-03-2025 to 29-03-2025 and obtained Grade A
- Certification of participation in the National conference of Marketing Scholars and Practitioners held at Apeejay School of Management, New Delhi, on May10,2013
- Certificate in International Business, International College for Girls, Jaipur
- Participate in the event "Opportunities for Emerging Talents: Mapping and Meeting Industry's Expectations" held at IIM Campus, Jaipur
- Ph.D. Coursework (Commerce and Management)
- N.S.S. Camp, Mody Institute of Education and Research, Laxmangarh

RESEARCH PAPERS PUBLISHED

- Jain, R., & Kaur, A. (2016) *Consumer Buying Behavior: A Comparative Analysis of Organised Retail Stores* (With Special Reference to Big Bazaar, Vishal Mega Mart, Reliance Fresh, Easy Day and More). ISSN: 22 31-5985 . International Journal of Research in Finance and Marketing, Vol 6, Issue 6, PP 62-74, I.F- 5.861
- Jain, R., & Kaur, A. (2016). *Consumer buying behavior in organized retail stores with special references to gender and age of consumers*. ISSN: 2349-4689 .International Journal of Scientific Progress and Research, Vol 23, Issue 3, PP 141-145, I.F- 3.963
- Jain, R., & Kaur, A. (2016). *The Impact of Visual Merchandising on Impulse Buying Behaviour in Organised Retail Stores*. ISSN: 2395-2180.International Journal of Engineering, Management & Medical Research, Vol 2, Issue 4.
- Research paper titled “ E-Banking: A New Prospect in the Financial Sector” in the book titled Sustainable Business Practices in Disruptive Era ,ISBA-9781-93-91044-25-1,Imperial Publication ,Edition 2023.
- Research paper titled “ Embracing Sustainability: The Role of Green Banking in Fostering Environmental Stewardship,ISSN-2178-7727, DOI:10.17648/acta.scientiae, Acta Scientiae

STRENGTHS

- Consistent and outstanding academic records throughout my education
- Highly skilled in collecting the study material and organize the contents in a proper way
- Ability to advise the students and problem solving attitude.
- Understanding of the common job duties and ability to perform them efficiently
- Dedicated team player, committed to provide support and full dedication to the organization

REFERENCES

- Dr. Ruchi Jain, Head, Dept. of Business Studies, IIS University, Jaipur
- Dr. Shubhra Gupta, Professor of Commerce, IIS University, Jaipur
- Dr. Surinder Kaur, Visiting Faculty, IIS University, Jaipur
- Dr. Pooja Vij, Registrar, GGS Sachdeva Girls College, Gharuan
- Mr. Raman Kumar, Head of Department, GGS Sachdeva Girls College, Gharuan