

Dr. PALLAVI

Post-Doctoral Fellow

Indian Institute of Management, Amritsar (Punjab)

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Teaching experience

- Worked as Associate professor at Mittal school of Business, Lovely professional University, Phagwara, Punjab from 1 April, 2022- 30 June, 2022.
- Worked as Assistant professor at Mittal school of Business, Lovely professional University, Phagwara, Punjab from July, 2021- 31 March, 2022.
- Worked as Assistant professor at Institute of Business Management, GLA University, Mathura for 7.5 years (January, 2014- June, 2021).

Research Experience: 1.5 years as “*Junior Research Fellow*” in the University Business School, Guru Nanak Dev University, Amritsar under the guidance of Dr. Rishi Raj Sharma (Dean, Regional Campus, Gurudaspur, GNDU Amritsar) from Aug, 2012- 14, January, 2014.

Industry Experience: Worked as “*Officer (Finance & Accounts) Department*” for 2.5 years at Vardhman Polytext Limited, Ludhiana from August, 2009 to December, 2011.

Academic Qualifications

- **Ph.D.** from Guru Nanak Dev University, Amritsar in Marketing from Aug, 2012 to Aug, 2019.
- **Qualified UGC-NET (JRF)** conducted by the UGC in the December, 2010.
- **M.B.A.** from Punjab Technical University, Jalandhar with specialization in Marketing and Finance in 2009 with 83 % marks (Distinction).
- **B.sc (Non Medical)** from Guru Nanak Dev University, Amritsar with 70% marks.

Computer Literacy: Diploma in Computer Applications from Red Cross Bhavan, Amritsar during June, 2005 to May, 2006.

Honors and Awards

- **Qualified UGC-JRF** conducted by the UGC in the December, 2010.
- Awarded certificate of appreciation by **GLA University, Mathura** for developing e-content for university courses.
- University merit holder in B.Sc. (Non medical) from Guru Nanak Dev University in 2004-2007.
- Secured highest marks in various subjects and was awarded appreciation certificates during 2004-2007.
- Won 1st prize in Essay Writing Competition held on Ozone Day Celebration 2006.

Additional roles and responsibilities

- Appointed as member in the “Project Approval Committee (PAC)” Mittal school of Business, Lovely professional University, Phagwara, Punjab

- Appointed as member in the “Research Development Committee (RDC)” Mittal school of Business, Lovely professional University, Phagwara, Punjab
- Panel member in the Ph.D. interview team and examiner for MBA projects presentations Mittal school of Business, Lovely professional University, Phagwara, Punjab.
- Acted as “class advisor” at GLA university, Mathura.

Publication

ABDC, WOS-SSCI/SCI, Scopus Journal Publications 2020-22

1. Dogra, Pallavi. Kaushal, Arun. Kalia, Prateek (2023), What drives the investment intentions of emerging economy millennials? Examining the effect of financial advertisement with the PLS-SEM” to *Journal of Financial Services Marketing (ABDC-B, Q2, SCOPUS, ABS-1, H index- 21)*.
2. Dogra, Pallavi. and Kaushal, Arun. (2023), “Investigating factors affecting trust and purchase intention towards online websites: a structural equation modelling approach,” published in *Int. J. Internet Marketing and Advertising (ABDC, SCOPUS, ABS-1, H index- 21)*.
3. Dogra, Pallavi. and Kaushal, Arun. (2022), “Predictors of Financial Anxiety among Indian Population due to COVID-19: A Hierarchical Regression Analysis”, *Finance India, (ABDC-C Category & Scopus Indexed)*, 36(1), 411 - 437
4. Dogra, Pallavi. and Kaushal, Arun. (2022), “The impact of Digital Marketing and Promotional Strategies on attitude and purchase intention towards financial products and service: A Case of emerging economy”, *The Journal of Marketing Communications, (ABDC-B Category & Scopus Indexed)*, DOI: 10.1080/13527266.2022.2032798.
5. Dogra, Pallavi. and Kaushal, Arun. (2022), “Underlying the triple burden effects on women educationists due to COVID-19”, *Education and Information Technologies (WOS- SSCI & Scopus Indexed)*, 27(1), pp. 209–228.
6. Kaushal, Arun. And Dogra, Pallavi. (2021), “Factors affecting perception of Indian Adolescent students toward interactive online mental health Information during COVID-19”; *Information Discovery and Delivery (WOS- ESCI, ABDC-C Category & Scopus Indexed)*; Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IDD-09-2020-0113>
7. Dogra, Pallavi. Kaushal, Arun. Sharma, Rishi Raj. (2021), “Antecedents of the youngster’s awareness about financial literacy: A Structure Equation Modeling Approach”, *Vision (ABDC-C Category & Scopus)*, doi:10.1177/0972262921996560
8. Dogra, Pallavi. and Kaushal, Arun. (2021), “An investigation of Indian Generation Z adoption of the voice-based assistants”, *Journal of Promotion Management, (ABDC-B Category & Scopus) Vol 27, issue 5, 673-696*.
9. Dogra, Pallavi. and Kaushal, Arun. (2020), “COVID-19: A virus or revenge of nature: Counter measures of India during COVID-19 epidemics” *Journal of Public Affairs, (ABDC-B Category, Scopus, WOS)*, Vol 20, issue 4, 673-696.
10. Dogra, Pallavi, Sharma, Rishi Raj, Kaushal, Arun. (2020), “Impact of online financial advertisements on Indian Consumer’s attitude: Moderating effect of Perceived Product Innovativeness”, *Finance India (Scopus Indexed, ABDC-C category Journal)*, Vol. 34, No 2, Pages—835—860.

11. Dogra, Pallavi. (2020), “Clustering the customer based on perception towards financial advertisement: A case of India”, *International Journal on Emerging Technologies (Scopus Indexed)*, 11(3), pp. 133-140.
12. Dogra, Pallavi. and Sharma, Rishi Raj. (2019), “Modelling the Effects of Financial Services Advertising on Financial Product Purchase: An Empirical Validation”, *Vision (Scopus Indexed, ABDC-C category Journal)*, <https://doi.org/10.1177/0972262919850920>.

Book Publication

- Dogra, Pallavi. (2013), “**A Study of impact of Online Advertisement on the purchase decisions--A case study of Amritsar City**”, ISBN number 978-93-5104-993-7, Trends and Issues in Product & Brand Management.
- Pallavi. Sharma, Rishi Raj. And Kaushal, Arun.(2015), “**Financial Mobile Advertisement Acceptance In 21st Century**”, Emerging Trends and Technologies in Advertisement Management In 21st Century, Archers and Elevators Publishing House, ISBN: 978-93-83241-11-8, pp. no.60-68.

Roundtable session

I feel privileged to be member of “Roundtable on Privacy & Security with Google Assistant organized by Google” on 24 Feb, 2022. The discussion went between the India’s top four researchers (IIM Trichy, IIT Kharagpur, Dhirubhai Ambani Institute of Information and Communication Technology) working on the voice based assistants such as Alexa, Google Assistants, Siri, etc. It was insightful session and I am thankful to Google team for giving this opportunity to speak and express my views. All the interaction went quite interactive and fruitful between all the panel members.

Conferences Attended

1. The paper entitled “**Predictors of Financial Anxiety among Indian Population due to Covid-19 : A Hierarchical Regression Analysis**” was presented by Pallavi Dogra and Arun Kaushal in the “IIF International Research Conference and Award Summit 2020 (IIF-IRCAS 2020) held from September 27-29th, 2020” organized by Indian Institute of Finance, Faridabad during 27-29th September 2020.
2. The paper entitled “**Impact of online financial advertisements on Indian Consumer’s attitude: Moderating effect of Perceived Product Innovativeness**” was presented by Pallavi in the “**International Conference on Changing Paradigm of Emerging Financial Markets**” organized by Institute of Business Studies, GLA University, Mathura on January 10-11, 2020.
3. The paper entitled “**A Empirical Study of Adoption of Television Advertisements Among Millennial during Investment Purchase**” was presented by Pallavi in the “**International Conference on Financial services creating business Value and Sustainability**” organized by Panjab University, Chandigarh on 23-24 February, 2018.
4. The paper entitled “**Customer’s perception towards Financial service advertisements: An empirical study**” was presented by Pallavi in the “**International**

Conference on A Dynamic Shift of 4 G – Good Governance and Global Growth Institute of Business Management” organized by Institute of Business Studies, GLA University, Mathura on December 15-16, 2017.

5. The paper entitled **“Preference of tourists towards Himalayan Region In India”** was presented by Pallavi in the **“National Conference on Silk Route Tourism: The revival Of Tributaries Of Cultural And Archeological Heritage”** organized by Central University Of Jammu on 4- 6 May, 2017.
6. The paper entitled **Impact of Web Advertisement on Customers Perception- A case of banking sector”** was presented by Arun Kaushal and Pallavi in the **“National Conference on e- buzz- The X factor”** organized by Institute of Business Studies, GLA University, Mathura on March 20-21,2015.
7. The paper entitled **“Strategies to counter the Financial Problems faced by Manufacturing Sector in Punjab -An empirical study of Micro, Small and Medium enterprises”** was presented by Pallavi in the **“National Conference on Arresting Slowdown In Economy- Strategies For Turnaround”** organized by Institute of Business Studies, GLA University, Mathura on 22-23 February,2014.
8. The paper entitled **“A Study on Advertisement, Personal Selling, Sales & Distribution in Changing Dynamics of Globalised Markets”** was presented by Pallavi Dogra in the **“International Conference on Managing Change in Business & Economy”** organized by Faculty of Management Studies, Pacific Academy of Higher Education and Research University, Udaipur, Rajasthan on 6-7 April,2013.
9. The paper entitled **“A Study of Financing Problems Faced By Manufacturing Sector In India”** was presented by Pallavi Dogra in the National Conference on **“Building Competitiveness In Indian Manufacturing Sector”** organized by GNA-IMT, Phagwara on 9 March, 2013.
10. The paper entitled **“A Study of impact of Online Advertisement on the purchase decisions--A case study of Amritsar City”** was presented by Pallavi Dogra in the National Conference on **“Trends and Issues in Product and Brand Management”** organized by Baba Farid College of Management And Technology, Bathinda on 20-21st March, 2013.

Summer Faculty Research Fellow Program

1. Got selected in the **summer faculty research fellow program** organized by the **IIT Delhi** during 25 May-15 July, 2015 under the guidance of Ms. Varsha Singh (Asth. Prof, Department of Humanities and Social Science, IIT Delhi).

Faculty Development Program /Workshops Attended

1. Attended TEQIP-III Sponsored Short Term Course on **“Gender Equality and Violence against Women during COVID-19”** being organized by Dr. B. R. Ambedkar National Institute of Technology (NIT), Jalandhar, during 09/10/2020 to 13/10/2020.
2. Attended non credit course on **“Learning to teach Online”** organized by Coursera during June- July,2020.

3. Attended TEQIP-III Sponsored Short Term Course on “**Soft Skills and Academic Communication**” being organized by Dr. B. R. Ambedkar National Institute of Technology (NIT), Jalandhar, during **March 5-9, 2020**.
4. Attended “**3 Day Research Methodology Workshop with R application**” being organized by Institute of Business Management, GLA university, during **July 19 - 21, 2019**.
5. Attended Faculty Development Program titled “**Advance Research Techniques & Analytics Using R**” being organized by Center for Management Studies, Jamia Millia Islamia, New Delhi during 19-21 February, 2019.
6. Attended Faculty Development Program titled “**Understanding Consumer Behavior: Contemporary Tools and Techniques**” being organized by Fore school of Management, New Delhi during 26-27 December, 2017.
7. Attended Faculty Development Program titled “**Structure equation modeling**” being organized by Birla Institute of Technology, Noida Campus, during 13-17 April, 2017.
8. Attended Faculty Development Program titled “**Consciousness & Ethics Based Management**” being organized by Institute of Business Management, GLA university , during March 25 - 26, 2017.
9. Workshop On “**Management in Higher Education**” Organized by Amar Nath Degree college, Mathura(Internal Quality Assurance Cell) and Sri Aurobindo Society, Mathura Branch on 29 March,2015.
10. “**Faculty Development Program on Innovative Teaching Methods**” Organized by GLA University, Mathura from 22-24 July, 2014.
11. “**Data Analysis for research & Publication**” Organized by IIT, Roorkee from 7-8 Dec.,2013.
12. **UGC Sponsored “Workshop on Research Methodology and Research Ethics”** Organized by Academic Staff College, Guru Nanak Dev University, Amritsar from 20-22 May, 2013.
13. Workshop On “**Structure Equation Modeling**” Organized by Guru Nanak Dev University, Amritsar from 6 -8 April, 2013.
14. **ICSSR Sponsored “Workshop on Research Methodology”** Organized by Shri Mata Vaishno Devi University, Katra from 28-30 Nov, 2012.
15. **UGC Sponsored One week “Workshop on Teaching Pedagogy”** Organized by Guru Nanak Dev University, Amritsar from 22-26 Sept, 2012.

Webinar

1. Attended “Awareness Program to Introduce Giloy in Routine Life for The Promotion of Health” held on 26th March 2022, organized under the funded project entitled “National Campaign on Amrita for Life (Tinospora cordifolia)”at Lovely Professional University, Punjab.
2. Attended “**Online workshop on Plagiarism - An Opportunity to Learn, Teach & Grow**” being Guru Nanak Dev University, Amritsar, during **June 5, 2020**.
3. Attended webinar entitled “**COVID-19: TEACHING LEARNING CHALLENGES & OPPORTUNITIES IN INDIAN EDUCATION SYSTEM**” held on 29th June, 2020 organized by Center for Continuing Education, Dr B R Ambedkar National Institute of Technology, Jalandhar.

4. Attended webinar entitled “Fundamentals of research methodology” held on 6th July, 2020 organized by Department of Humanities and Management Science, Madan Mohan Malaviya university of Technology, Gorakhpur.
5. Attended E-Confluence on “How Higher Education can Reboot the Economy” held on 25 July 2020 organized by IFIM Business School in association with NHRD.

FDP Organized

- Co-convenor in “Faculty Development Program” On Enhancing Emotional Well-Being through Spirituality organized during 8 Feb-13 Feb, 2021 by Centre of Spirituality and Wisdom, GLA University, Mathura.
- Organizer in the 6-Day Online FDP on Innovative Research Methods in Management, held during 23-28 November, 2020 organized by IBM-UG, GLA University, Mathura.

NPTEL Certification: Successfully completed NPTEL Online Certification on Consumer Behavior in the Elite category organized by IIT, Kharagpur from Jan-Mar, 2019.