



## Faculty Details Proforma



Title	Dr.	First Name	RANJANA	Last Name	THAKUR	Photograph
Designation	ASSISTANT PROFESSOR					
Address	SHAHEED BHAGAT SINGH COLLEGE, SHEIKH SARAI-II, UNIVERSITY OF DELHI.					
Date of Birth	24-12-1984					
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<b>Educational Qualifications</b>						
Degree	Institution				Year	
Ph.D	Himachal Pradesh University, Summerhill, Shimla				2017	
M.Phil	Himachal Pradesh University, Summerhill, Shimla				2008	
M.Com	Himachal Pradesh University, Summerhill, Shimla				2007	
B.Com	Himachal Pradesh University, Summerhill, Shimla				2005	
<b>Career Profile</b>						
<p>Worked as Guest faculty at ICDEOL, Himachal Pradesh University. Worked in Shaheed Bhagat Singh College (Morning), DU, as a guest faculty. Worked in Shaheed Bhagat Singh College (Evening), DU, as a guest faculty. Worked in School Of Open Learning at GTB Khalsa College, DU. Worked in Delhi College of Arts and Commerce, DU, as a guest faculty.</p>						
<b>Areas of Interest / Specialization</b>						
Marketing, Organizational Behaviour.						
<b>Papers Taught</b>						

1. Organization Behaviour
2. Management Principles and Applications
3. Human Resource Management
4. Advertising and Personal Selling
5. Computers Applications in Business
6. Auditing and Corporate Governance
7. Financial Management
8. Goods and Service Tax and Customs Law
9. Digital Marketing.

### Research Guidance

#### PhD scholars

Under Supervision	Submitted	Awarded

#### M.Phil Scholars

Under Supervision	Submitted	Awarded

#### M.A. Dissertations

Under Supervision	Awarded

### Publications Profile

Books			
Title	ISBN/Publisher /Link	Indexed Scopus etc if any	Year
Research Publications			

Article Name	Publ icati on Type  (UG C Care / Sco pus/ Web of scie nce etc)	Journal Name	ISSN No	Volume	Year	U R L	D O I
1. “Consumer Inclined Buying Behaviour towards Organised Retailing”,	Refre ed	IJETMAS	ISSN: 2349- 4476	Vol-5, Issue-6,	June-2017,		
2. “An Analytical Study of Factors Affecting the Shopping Behaviour of Consumers’ in Organized Retail Store”	Refe reed	IJRS	ISSN: 2395- 6984	Vol-3, Issue-2	August 2016		
3. “Factors Affecting		Indian Research	ISSN: 2348-	Vol-10,	June 2016,		

Consumers' Buying Behaviour in Organised Retail Store",		Bulletein	1315	Issue-2			
4. " Measuring Capital Adequacy and Asset Quality under CARMEL Model: A Case Study of Public and Private Life Insurance Companies in India",		Empirical Economics Letters, (Special Issue)	ISSN: 1681-8997	Vol-3, Issue 20	Feb 2021,		
5. " MEASURING OVERALL TECHNICAL EFFICIENCY USING DATA ENVELOPME NT ANALYSIS: A CASE STUDY OF PUBLIC AND		International Journal of Advanced Research in Commerce Management and Social Science( IJARCMSS).	ISSN: 2581-7930	Vol-3,	2020		

PRIVATE LIFE INSURERS IN INDIA”,							
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**Publications other than journal articles**

Title of Publication	Type of Publication	Publisher	Role in Publication	ISBN Number	Year	U R L	L e v e l

**Conference/ workshop Organized**

1. Paper titled “Demonetization: Nail in coffin consumers’ inclined Buying Behaviour” presented at XIV international conference on Business Management and Behavioral Sciences(ICBMBS-16), organized by Society of Technical and Management Professionals(STMP) on Dec 24-25, 2016.
2. Paper titled “Make in India: Growth opportunity for MSMEs” presented at ICSSR sponsored National Seminar on “Redefining the Role of MSMEs in the context of Make in India: Opportunities and challenges”, held at HPU, Shimla on March 30, 2016.
3. Paper titled “Consumer Inclined Buying Behaviour Towards Organised Retailing” presented at 2 nd International Conference on New Frontiers of Engineering, Science, Management and Humanities”(ICNFESMH-2017), held at NITTTR,(MHRD, Govt. of India), Chandigarh on June 11, 2017.
4. Paper titled “Analytical Study of Factors Affecting Consumers’ Buying Behaviour in Organised Retailing” presented at 2 days National Conference on “Emerging Issues in Global Business Research and Management Practices” Organised by KIRORI MAL COLLEGE, UNIVERSITY Of DELHI, on November 16-17, 2018.
5. 10 Days workshop on “National Workshop on Research Methodology and Statistical Analysis”, Organized by Maharaja Agarsen University & P.U Chandigarh.
6. 3 Days workshop on “Tools and Techniques for Data Analysis in Management Research”, Organized by Jaypee University of IT.

<b>Awards and Distinctions</b>
<b>Association with Professional Bodies</b>
<b>Other Activities</b>