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Designation	Profrrsor					
Address	Sheikh Sarai, New Delhi-17					
Date of Birth						
Phone No Office	011-29250306					
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Educational Qualifications						
Degree	Institution				Year	
PhD	HNB Garhwal University				2010	
M.Com	HNB Garhwal University				1990	
Career Profile						
23+ years of experience in teaching and research						
Areas of Interest / Specialization						
Banking, Marketing and Advertising						
Papers Taught						
Banking, Marketing and Advertising & Personal Selling						
Research Guidance						
PhD scholars						
Under Supervision		Submitted			Awarded	

M.Phil Scholars							
Under Supervision		Submitted			Awarded		
M.A. Dissertations							
Under Supervision				Awarded			
Publications Profile							
Books		NA					
Title	ISBN/Publisher/Link	Indexed etc if any	Scopus	Year			
Research Publications							
Article Name	Publication Type (UGC Care/Scopus/Web of science etc)	Journal Name	ISSN No	Volume	Year	URL	DOI
Love it or hate it, but can you ignore social media? - A bibliometric analysis of social media	A category , ABDC	Computers in Human Behavior	10783	147	2023		

addiction							
Pre-merger and post-merger performance analysis of Bank of Baroda-A camel analysis.	Web of Science	JIMS8M The Journal of Indian Management & Strategy	ISSN: 0973-9335	27(2)	2022		
Fintech Driven Finclusion- An Analysis of Mobile Payments During Covid-19	UGC Care-list	The Management Accountant	ISSN: 0972-3528.	57	2022		
Demystifying NFT	UGC Care-list	The Chartered Accountant	ISSN 0009-188X	70	2022		
Publications other than journal articles							
Title of Publication	Type of Publication	Publisher	Role in Publication	ISBN Number	Year	URL	Level
Conference/ workshop Organized							

Awards and Distinctions
Association with Professional Bodies
Other Activities