



## Faculty Details Proforma



Title	Dr.	First Name	Shivani	Last Name	Arora	Photograph
Designation	Professor					
Address	Sheikh Sarai, New Delhi					
Date of Birth						
Phone No Office	01129250306					
Mobile						
Email	Shivani.arora@sbs.du.ac.in					
Web-Page						
<b>Educational Qualifications</b>						
Degree	Institution				Year	
PhD	Guru Nanak Dev University				2003	
M.Com (with distinction)	Guru Nanak Dev University				1997-99	
<b>Career Profile</b>						
23+ years of experience in teaching and research.						
<b>Areas of Interest / Specialization</b>						
E-Commerce, Advertising and Marketing						
<b>Papers Taught</b>						
E-Commerce , Advertising and Personal Selling						
<b>Research Guidance</b>						
PhD scholars						
Under Supervision	Submitted			Awarded		
M.Phil Scholars						
Under Supervision	Submitted			Awarded		

<b>M.A. Dissertations</b>							
<b>Under Supervision</b>				<b>Awarded</b>			
<b>Publications Profile</b>							
Books							
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 bibliomet	A category, ABDC	Computers in Human Behavior	107831	147	2023	https://www.scienceDirect.com/science/article/abs/pii/S07475632230	https://doi.org/10.1016/j.chb.2023.107831

ric analysis of social media addiction						01826? via%3D ihub	
Deciphering 'Urge to Buy': A Meta-Analysis of Antecedents	A category, ABDC	<i>International Journal of Market Research,</i>	1470-7853	64(6)	2022		<a href="https://doi.org/10.1177/14707853221106317">https://doi.org/10.1177/14707853221106317</a>
Is It Easy To Retain The Customers Online	Web of Science	JIMS8M-The Journal of Indian Management & Strategy	ISSN:0973-9335	27(2)	2022		
E-Commerce Strategies for New Business	UGC care	THE CHARTERED ACCOUNTANT	ISSN:0009-188X	70(10)	2022		
Fintech Driven Finclusion - An Analysis	UGC care	The Management Accountant	, ISSN 0972-3528	57(5)	2022		

Of Mobile Payment s							
Publications other than journal articles							
Title of Publicati on	Type of Publication	Publisher	Role in Publica tion	ISBN Number	Year	URL	Level
Conference/ workshop Organized							
Awards and Distinctions							
Association with Professional Bodies							
Other Activities							

