



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						
Educational Qualifications						
Degree		Institution			Year	
PhD		Guru Nanak Dev University			2003	
M.Com (with distinction)		Guru Nanak Dev University			1997-99	
Career Profile						
25+ years of experience in teaching and research.						
Areas of Interest / Specialization						
E-Commerce, Advertising and Marketing, Digital Marketing, Social Media Addiction, Spiritual Tourism, Revenge Tourism,						
Papers Taught						
E-Commerce , Advertising, Marketing, Digital Marketing, Social Media Addiction						
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
E-Commerce (for CBCS) included in Suggested reading by Delhi University and Jamia Milia Islamia	ISBN:978-93-86635-53-2/ Taxmann Publishers/ https://www.amazon.in/Books-Shivani-Arora/s?rh=n%3A976389031%2Cp_27%3AShivani%2BArora		2017

E-Commerce Odisha University	(ISBN:978-93-86635-78-5)/ Taxmann Publishers/					2017	
E-commerce- a new business tool	ISBN 978-3-8465-5689-4) , / Lambert Academic Publishing, Germany/						
E-Commerce	ISBN: 81-8045-004-X) R.Chand					Two editions 2010	
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	A category, ABDC	Computers in	107831	147	2023	https://www.science direct.c	https://doi.org/10.1016/j.c

ignore social media? - A bibliometric analysis of social media addiction		Human Behavior				om/science/article/abs/pii/S0747563223001826?via%3Dihub	hb.2023.107831
Deciphering 'Urge to Buy': A Meta-Analysis of Antecedents	A category, ABDC	<i>International Journal of Market Research</i> , h,	1470=7853	64(6)	2022		https://doi.org/10.1177/14707853221106317
Customer Behaviour-Online Travel Industry in India	ABDC (C)	Socio Economic Challenges	2520-6214		2019		http://doi.org/10.21272/sec.3(1).90-98.2019
Social listening through sentiment analysis of Twitter data: a case	ABDC (C)	Socio Economic Challenges	2520-6214		2022	https://armgpublications.com/journals/sec/volume-3-i	10.21272/sec.6(3).39-47.202

study of Paytm IPO						ssue-1 /article -7/	
"Is Spirituality seen in a new light post-Covid-19?"	ABDC, C category	Special Issue of European Economic Letters	2323-5233	14(1s)	2024	https://eetlet.org.uk/index.php/journal/article/view/1350	https://doi.org/10.52783/eel.v14i1s.1350
Facebook: Hate it or Love it, But Can You Ignore it?	Scopus indexed	, Journal of Information Science Theory and Practice	2287-9099	4(1)	2016		10.1633/JISTaP.2016.4.1.5
Unlocking Religious Tourism in India for Research - a Bibliomet	Web of Science	JIMS8M- The Journal of Indian Management & Strategy	ISSN:0973-9335	29(2)	2024		10.5958/0973-9343.2024.0010.7

ric Analysis'							
Is It Easy To Retain The Custome rs Online	Web of Science	JIMS8M- The Journal of Indian Manage ment & Strategy	ISSN:0 973-93 35	27(2)	2022		
Decipheri ng the Course of Cybersec urity in Digital Banking"	UGC Care	THE CHARTE RED ACCOU NTANT	ISSN: 0009-1 88X	72(8)	2024	https:// ugccar e.unip une.ac .in/App s1/Use r/Web A/View Details ?Journ alId=1 01001 934&fl ag=Se arch	
E-Comm erce Strategie s for New Business	UGC care	THE CHARTE RED ACCOU NTANT	ISSN: 0009-1 88X	70(10)	2022		

Fintech Driven Finclusion - An Analysis Of Mobile Payments	UGC care	The Management Accountant	, ISSN 0972-3528	57(5)	2022		
Uncovering the Shadows : Exploring Tax Evasion in India	UGC care	THE CHARTERED ACCOUNTANT	ISSN: 0009-188X	73(5)	2024		
Strengthening Social Audits in India: A Bibliometric Perspective	UGC Care	The Management Accountant	ISSN 0972-3528	59(5)	2024		https://doi.org/10.33516/maj.v59i5.34-38p
Title of Publication	Type of Publication	Publisher	Role in Publication	ISBN Number	Year	URL	Level
Book Chapter	Sentiment Analysis of	Francis and Taylor	Author		2024		

Scopus indexed	Social Media-Bibliometric Analysis						
Book Chapter Scopus Indexed M-Commerce-Experiencing the Phygital Retail	"M-Commerce: Crusader for "Phygital" Retail"	Routledge, Francis and Taylor	Author	10.4018/978-1-4666-7470-7.ch022			
Book Chapter Scopus Indexed https://www.igi-global.com/book/strategic-infrastructure-development	"Social Networking : An Effective Tool of Virtual Marketing	IGI Global	Author	ISBN13: 9781466674707			

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Conference/ workshop Organized								
Awards and Distinctions								
Association with Professional Bodies								
Other Activities								