




## Faculty Details proforma for DU Web-site

Title	First Name	Last Name	Photograph
Name	Dr. KAVITA SHARMA		
Designation	ASSOCIATE PROFESSOR		
Department	COMMERCE		
Address (Campus)	Department of Commerce, Delhi School of Economics, University of Delhi		
(Residence)	45, Vaishali, Pitam Pura, Delhi-34		
Phone No (Campus)	27667891		
(Residence)	27314364		
Mobile	9868214616		
Email	ksharma.dse@gmail.com		
<b>Educational Qualifications</b>			
<b>Degree</b>	<b>Institution</b>		<b>Year</b>
Ph.D in Commerce	Department of Commerce, Delhi School of Economics, University of Delhi, Delhi		1998
M.Phil in Commerce	Department of Commerce, Delhi School of Economics, University of Delhi, Delhi		1987
M.Com	Ramjas College, University of Delhi, Delhi		1985
B.Com (Hons.)	Zakir Husain College, University of Delhi, Delhi		1983
<b>Career Profile</b>			
<b>Organization / Institution</b>	<b>Designation</b>	<b>Duration</b>	<b>Role</b>
Zakir Husain College, University of Delhi, Delhi	Lecturer in Commerce	1985-86	Teaching of B.Com (Hons) Courses
Daulat Ram College, University of Delhi, Delhi	Associate Professor in Commerce	1986-2009	Teaching of B.Com (Hons) Courses Started Placement Cell in the college; Worked as Council secretary for two

			years Twice worked as Head of the Department Conducted Seminars Developed Excel based worksheets for computerized calculations of internal assessment and customized them to the marking schemes as per university norms for various courses Worked as Convener of various council committees.
Department of Commerce, Delhi School of Economics, University of Delhi, Delhi	Associate Professor	2009 – till date	Teaching Post Graduation Courses Supervising research projects
<b>Administrative Assignments</b>			
Coordinator for M.Com. Coordinator MIB Course since 2009. Convener-Examination. Convener-Purchase Committee. Editor - Journal and Other Publications. Convener-Four Year Degree Programme. Convener-Departmental Research Committee. Convener-CBCS.			
<b>Areas of Interest / Specialization</b>			
Marketing, Consumer Behaviour, Advertising, Relationship Marketing, Branding			
<b>Subjects Taught</b>			
Advertising, Sales Management, Quantitative Techniques for Business Decisions, Consumer Behaviour, International Advertising, Services Marketing, Customer Relationship Management			
<b>Research Guidance</b>			
<i>Supervision of Ph.D Research Work:</i> <ol style="list-style-type: none"> <li>1. Degree Awarded s– 4</li> <li>2. Doctoral Thesis submitted-1</li> <li>3. Doctoral Thesis, under progress – 8</li> </ol> <i>Supervision of M.Phil Research Work:</i> <ol style="list-style-type: none"> <li>1. Degree awarded -2</li> <li>2. Research of M. Phil dissertations work under progress - 6</li> </ol>			
<b>Publications Profile</b>			
<b><u>Books/Monographs</u></b>			
<b><u>Year of Publication</u></b>	<b><u>Title</u></b>	<b><u>Co-author</u></b>	
2000	Impact of Consumer Involvement on Consumer Behaviour: A Case Study of India' New century Publications	One	
2009	Case on 'Political Advertising in Indian Context' in Cases in Management (ed.), Wisdom Publication.		
2011	Advertising: Planning and Decision Making', Taxmann Publishers.		
2011	Book Review: "Marketing" by Dhruv Grewal and Michael Levy, NICE Journal of Business, Vol. 6, No. 2: July-December.		
2013	A Study of Developing Segments Based on the Lifetime Value of Customers through Weighted RFM Model' Business in Post Globalized Era, (ed.) pp 85-93.		

2015	Measuring Environmental Consciousness' in Emerging Dynamics of Sustainability in Multinational Enterprises, accepted for publication in ed. Vol. by John R McIntyre, Silvester Ivanaj, Vera Ivanaj, and Rabi Narayan Kar, E Elgar, UK and USA	one
<b><u>Research Papers in Indexed/ Peer Reviewed Journals</u></b> Research papers published in national and international journals including Vikalpa –A Journal of Decision Making (IIMA), Vision-The Journal of Business Perspective (MDI), Journal of Indian Business Research (Emerald), Journal of Law and Social Sciences, Business Analyst, MIMS, Journal of Commerce & Business Studies		
<b><u>Year of Publication</u></b>	<b><u>Title</u></b>	<b><u>Co-author</u></b>
<b><u>2000</u></b>	Product Related Antecedents of Consumer Involvement: An Empirical Investigation' Vikalpa-The Journal for Decision Makers, Vol. 25, No 1, pp.29-42	one
<b><u>2002</u></b>	Relevance of Personal Factors as Antecedents of Consumer Involvement: An Exploration' Vision: The Journal of Business Perspective, Vol. 6, No. 1 , pp 13-26. (ISSN 0972-	One
<b><u>2010</u></b>	Pulse Polio Programme in India - A Marketing Perspective to Government Initiatives' Business Analyst, Vol. 31, Issue 1, April-Sep.	One
<b><u>2011</u></b>	A Conceptual Framework on Customer Lifetime value: Its Components and Metrics Business Analyst, Vol. 32, No 2, October 2011 – March	one
<b><u>2011</u></b>	An Investigation into the Relevance of Political Advertising in India' Annual International Conference Proceedings, Political Science, Sociology and International Relations, (PSSIR -2011),7-8 November, Singapore. (DOI: 10.5176/2251_24013_PSSIR14). Indexed by: Ulrich Web- Global Serial Directory, EBSCO, Cross Ref, Pro Quest.	one
<b><u>2012</u></b>	Political Advertising and Voting Behaviour in India: Mediating Role of Voting Decision Involvement' GSTF Journal of Law and Social Sciences, Vol. 1, No.1, January (DOI: 10.5176_2251_2853_1.1.8). Indexed by: Cabell's Directory of Publishing Opportunities in Management & Marketing, EBSCO Discovery Service, Cross Ref, Pro Quest, Journal Seek.	
<b><u>2012</u></b>	Measuring Environmental Consciousness', The Discussant, The Journal of Centre for Reforms, Development and Justice, Vol. 1 No. 3, December 2012 (ISSN 2250-3412). <u>Abstract</u>	one
<b><u>2013</u></b>	An Investigation into Consumer Behaviour For Energy Labeled Products' Proceedings of 5th IIMA Conference on Marketing in Emerging Economies, Indian Institute of Management, Ahmedabad, India, January 9-11, (ISSN978-81-920800-1-7) – <u>Extended Abstract</u> .	one
<b><u>2013</u></b>	Customer Evaluation of Technology Based Self-Service Options in India, Proceedings of 5th IIMA Conference on Marketing in Emerging Economies, Indian Institute of Management, Ahmedabad, India, January 9-11,. (ISSN 978-81-920800-1- 7)- <u>Extended Abstract</u> .	
<b><u>2013</u></b>	Environmental Consciousness, Its Antecedents and Behavioural Outcome	

<b><u>2013</u></b>	Journal of Indian Business Research (JIBR), Vol. 5, No.3, 2013. (DOI: 10.1108/JIBR-10-2012-0080). Emerald publication, Indexed and abstracted in: ABI-Inform, Cabell's Directory of Publishing Opportunities in Management & Marketing, EBSCO Discovery Service, Inspec, International Bibliography of Social Sciences, Zetoc (British Library)	One
<b><u>2013</u></b>	Environmental Consciousness, Its Antecedents and Behavioural Outcomes' Journal of Commerce & Business Studies, Vol. 1 No. 1, 2013. This republishing one of the paper was a part of the services offered to the authors by Emerald Literati Network.	one
<b><u>2013</u></b>	An Investigation into Consumer Behaviour for Energy Labeled Products' Vision: The Journal of Business Perspective, December 17: doi:10.1177/0972262913505368, SAGE Publication (Indexed by: Cross Ref.	one
<b><u>2013</u></b>	Framework of Understanding Customer Relationship with the Firm', IIM Journal, pp. 31-40. ISSN 2277-4211, 31-40. ISSN: 2320-4907	one
<b><u>2014</u></b>	Customer Evaluation of Technology Based Self-Service Options in India, MAIMS Journal of Management, Vol. No 1.	one
<b><u>2014</u></b>	An Analysis of Trust Based Customer Relationships' -Proceedings, 2014 AMA Annual Conference- Global Marketing Special Interest Group - The Honorable Merchant in International Marketing, held at Cancun, Mexico April 16– Friday, April 19,. ISBN: 978-0-615-99632-5. <u>Abstract</u>	one
<b><u>2014</u></b>	A Study of Customer Life Time Value and its Impact on Customer Retention Proceedings 2014 AMA Annual Conference- Global Marketing Special Interest Group-The Honorable Merchant in International Marketing, held at Cancun, Mexico, April 16– Friday, April 19,. ISBN: 978-0-615-99632-5. <u>Abstract</u>	one
<b><u>2015</u></b>	A Study of Customer Life Time Value and its Impact on Customer Retention' In Conference Proceedings 6 <sup>th</sup> IIMA Conference on Marketing in Emerging Economies, Jan 7-9, 2015. ISBN: 978-81-920800-3-1. <u>Extended Abstract</u>	one
<b>Conference Organization/ Presentations (in the last three years)</b>		
<p>A Study of Customer Life Time Value and its Impact on Customer Retention' in Conference Proceedings 6<sup>th</sup> IIMA Conference on Marketing in Emerging Economies, Jan 7-9, 2015.</p> <p>An Analysis of Trust Based Customer Relationships' -Proceedings, 2014 AMA Annual Conference-Global Marketing Special Interest Group - The Honorable Merchant in International Marketing, held at Cancun, Mexico, Wednesday, April 16– Friday, April 19, 2014. ISBN: 978-0-615-99632-5.</p> <p>A Study of Customer Life Time Value and its Impact on Customer Retention', Proceedings 2014 AMA Annual Conference- Global Marketing Special Interest Group-The Honorable Merchant in International Marketing, held at Cancun, Mexico, Wednesday, April 16– Friday, April 19, 2014. ISBN: 978-0-615-99632-5.</p> <p>Customer Evaluation of Technology Based Self-Service Options in India' 'Innoserve 2014' International Conference at ITM School of Business ITM University, Gwalior, January 13-14, 2014.</p> <p>An Investigation into Consumer Search and Evaluation Behaviour: Effect of Brand Name and</p>		

Price Perceptions’, Listening To Consumers of Emerging Markets, 2014 Annual Conference of the Emerging Markets Conference Board, IIM Lucknow (Noida Campus), JAN 09 - 11 , 20 14

An Analysis of Trust Based Customer Relationships’ Listening To Consumers of Emerging Markets, 2014 Annual Conference of the Emerging Markets Conference Board, IIM Lucknow (Noida Campus), JAN 09-11, 2014.

An Investigation into Consumer Behaviour For Energy Labeled Products’ in 5th IIMA Conference on Marketing in Emerging Economies, Indian Institute of Management, Ahmedabad, India, January 9-11, (2013).

‘Customer Evaluation of Technology Based Self-Service Options in India’ in 5th IIMA Conference on Marketing in Emerging Economies, Indian Institute of Management, Ahmedabad, India, January 9-11, 2013.

Selected for participation in Biennial Faculty Consortium organized by Academy of Marketing Science on 16th July, 2013 in Australia

Participated in World Marketing Congress held from 17-19 July, 2013 in Australia

Invited as keynote speaker for technical session in Marketing by ATM University, Gwalior on 8<sup>th</sup> March, 2013. Delivered the talk on ‘Labeling Policy and Consumer Decision Making’.

‘Environmental Consciousness: Its Antecedents and Behavioural Outcomes’ presented at AIM's 2nd International Conference on the theme of "INNOVATION IN MARKETING FOR EMERGING MARKETS - Global Challenges and Opportunities" to be held at Hotel Leela Palace, Bangalore on July 29-30, 2012.

Presented the paper titled ‘Measuring Environmental Consciousness’ in Third International Conference, MESD 2012 organized by Shahid Bhagat Singh Evening College, University of Delhi (December 2012).

The paper titled ‘A Study of Developing Segments Based on The Lifetime Value of Customers Through Weighted RFM Model’ was presented in COSMAR, 2012 organized by Department of Management Studies, IISC Bangalore (November, 2012)

The paper titled ‘Dimensions of Trust Based Customer Relationship with the Firm: An Empirical Investigation’ presented at COSMAR, 2012 organized by Department of Management Studies, IISC Bangalore (November, 2012).

‘An Investigation into the Relevance of Political Advertising in India’ in Annual International Conference on Political Science, Sociology and International Relations, PSSIR -2011, held in Singapore, 7-8, November 2011.

‘An Investigation into the Relevance of Political Advertising in India’ in Conference of Marketing Scholars and Practitioners, CMSP-2011, organized by Appejay School of Management, Delhi, 23rd September, 2011.

A Case Study ‘Indian Experience of Political Advertising’ at Vishleshan 2009, Case Studies Symposium, organized by University School of Management Studies, 2009.

‘A Conceptual Framework on Customer Lifetime Value: Its Components and Metrics’ in PCMA 6th International Conference, 2009.

Delivered the talk on 'Role of Marketing in Understanding Stakeholder Perspective to Corporate Responsibility' in Excellence in Management Series held at ATM University, Gwalior.

Delivered lecture on 'Business Philosophies & Moments of Truth: An Insights for Management' at Refresher Course organized at CPDHE, University of Delhi.

A Case Study 'Indian Experience of Political Advertising' at Vishleshan 2009, Case Studies Symposium, organized by University School of Management Studies, 2009.

'A Conceptual Framework on Customer Lifetime Value: Its Components and Metrics' in PCMA 6th International Conference, 2009.

'Effective Teaching through Case Study Methodology' three day Workshop organized at IIT Delhi, 14th-16th march, 2011.

Participated in 'COSMAR 2010' The 10th International Consortium of Students in Management Research, organized by Department of management Studies, Indian Institute of Science, Bangalore.

Participated in conference 'Emerging Markets in New World Order Conference – The Paradigm Shift' organized by Academy of Indian Marketing, 2010

Participated in conference 'Use of Quantitative Techniques in Social Science Research' Seminar organized by Maharshi Dayanand University, Rohtak from 27th – 28th March 2010.

Participated in conference Indo European Conference on Quality Assurance in Higher Education organized by University of Delhi from May 6-7, 2010.

'Human Resource: Key to Organizational Effectives' HR Workshop organized by Department of Financial Studies, University of Delhi, South Campus, 2005

'New Paradigms in Management Theory and Practice' 7th International Conference organized by Punjab Commerce and Management Association, PCMS-SMS from 4th -5th September, 2010

'Case Method of Teaching' Workshop organized by Department of Commerce, University of Delhi.

Chaired the technical Session 'New Paradigms in Management Theory and Practice' 7th International Conference organized by Punjab Commerce and Management Association, PCMS-SMS from 4th -5th September, 2010

'Towards The Next Orbit' 14th National Conference, NHRD National Network, 1st- 3rd December 2010.

Resource person at Refresher Course for Commerce organized at CPDHE. The topic of the Presentation was 'Role of Marketing in Understanding Stakeholder Perspective to Corporate Social Responsibility'.

#### Awards and Distinctions

Awarded for best paper in PSSIR Conference held in November 2011 in Singapore

Awarded best paper in AIM conference held in July 2012 in Bangalore

Awarded best paper in IIMA Marketing Conference held in January, 2013

Awarded best paper award in BVP Conference held in Delhi in January, 2013

#### Association With Professional Bodies

Associated with ILL as Quiz Coordinator for B. Com (Prog)

Convened three week Refresher Course in Commerce at CPDHE

Associated with as a member of Research Committee of Management Institutes

Associated as a Reviewer of Journals published by Management Institutes
Member of Reviewer Board
Member of Academy of Marketing Science
Other Activities
Contributed E-Lectures to ICAI
Invited as Keynote speaker in International confences