

Name of Faculty Dr. MANDAKINI PARUTHI  
 Designation Assistant Professor  
 Nature of Job/Appointment Regular  
 Date of Joining 25 – 02 - 2019  
 E-mail Mandakini\_sms@cbit.ac.in



Education Qualifications	Name of the Degree	Class
Ph. D	Doctor of Philosophy (Business Administration-Marketing) <b>Guru Nanak Dev University, Amritsar, Punjab</b>	Awarded
PG	MBA (Hons)	First
UG	B. Sc. (Economics)	First

#### Work Experience

Teaching	8 years 6 months
Research	04 years (2 years as Junior Research Fellow)
Industry	01 year
Others	--

Area of Specialization Marketing, Consumer Brand Engagement, Volatile Consumer Behavior

Professional Memberships Member, ICA Number: P364  
Member, HMA 235

- Responsibilities held at Institution Level
1. Faculty Research Coordinator, from 30<sup>th</sup> October 2023.
  2. Faculty Co-Ordinator, Web & Branding Committee from 30- 01-2020 to till date.
  3. Member, Grievance Redressal Cell, from 25-02-2020 to 2023.
  4. Member, Ek Bharat Shreshtha Bharat (EBSB) AICTE mandate from Feb 2021 to 2023.
  5. Member, social media Cell from 15.07.2021 to date.
  6. Member, Program Content Committee, from 31-01-2020 to till date.
  7. Member, Department Co-Ordination Committee, Web & Branding Committee from 29-06-2020 to till date.
  8. Member, Publicity Committee, Shruthi-2020 from 4 Feb 2020 to 28 Feb 2020.

- Responsibilities held at Department Level
1. Research Coordinator, from 30<sup>th</sup> October 2023 to date
  2. Co-Ordinator for Student Achievements from 2019 to 2023.
  3. Invigilation Duty Chart Preparation from June 2019 to till date.
  4. Project Work Coordinator from December 2023 to till date.
  5. Member, PGDBM committee
  6. Mentor of 4 marketing interns at E4 India Company from May 19, 2020 to July 2020

Research Guidance Ongoing – 02 PhD Scholars from AY 2023-24

- Awards Received
1. Received Best Paper Award on CBIT on 5<sup>th</sup> Research Day on 18<sup>th</sup> November 2023.
  2. Received Best Paper Award in the International Conference on Business Management & Social Innovations-ICBMSI 2021 held on 26<sup>th</sup> & 27<sup>th</sup> August 2021.
  3. JRF (Junior Research Fellow) Award in June 2011
  4. UGC NET cleared in June 2011
  5. Recipient of Sh. Satya Pal Mohindru Award for Best Student Award in Mathematics in Graduation in 2007

Courses Handled at Under Graduate / Post Graduate Level.

UG Level: Engineering Economics and Accountancy and Community Engagement.  
 PG Level: Marketing Management, Business Research Methods, Research Methodology, Integrated Marketing Communications and Digital Marketing, Product and Brand Management, Consumer Behavior and Managerial Economics

No. of Papers Published

National Journals – 02	International Journals – 14
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National Conference – 02	International Conference – 10
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Projects Carried out

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Patents

Published a Patent on, "Model between viral branding factors and trustworthiness" on 3<sup>rd</sup> June 2022. Application No.202211030726 A

Technology Transfer

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Invited Speaker

Served as a Chairperson of a session at the 1st Rajgiri Management Conference (RMC 2020) held in Kochi, India during 15 and 16 October 2020

1. Gupta, Paruthi & Kaur (Eds.). (2023). Religion and Consumer Behavior. Routledge. ISBN 9781032265001, Published February 28, 2023 by **Routledge Taylor and Francis**.
2. Paruthi, M., & Sehdev, R (2021), "Social Media Branding and its effect on Brand Loyalty" in Perspectives on Business Management. Volume-II. ISBN: 978-93-90996-03-2. Archers & Elevators Publishing House.
3. Paruthi, M., & Sehdev, R (2021), "An Assessment of Financial Planning for Salaried Employee in Financially Distressed Times" in Research Column-II (Multi-disciplinary). First Edition-2021.ISBN: 978-81-947764-8-2. Recherche Foundation
4. Sehdev, R and Paruthi, M (2021) "A Study on Financial Distress of 3 Automobile Companies in India-Using Altman's Z Score in Emerging Trends and Issues in Economics & Finance. First Edition-July 2021. ISBN: 978-81-947735-5-9. Sharp Mind Publishers.
5. Paruthi, M., Mendiratta, P., & Gupta, G. (2020). Young Citizen's Political Engagement in India: Social Media Use by Political Parties. In Examining the Roles of IT and social media in Democratic Development and Social Change (pp. 115-132). IGI Global. **Scopus Indexed**

No. of Books/Chapter Published with details

Details of Short-Term Training Programs/Faculty Development Programs/Seminars/Workshops. Other Training (**Attended and/or Organized**).

1. Successfully Participated in the 6th International Vision Seminar 2022 on "ESG to SDG- The Roadmap for a Sustainable World" conducted on Feb 25 & 26, 2022.
2. Participated in the Hands-on Workshop on "Patents, Trademarks and Copyrights" organized by Institute Innovation Cell (IIC) - CBIT, Chaitanya Bharathi Institute of Technology (Autonomous) on 17th July,2021
3. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "Introduction to Social Entrepreneurship" from 03/08/2021

to 07/08/2021 at Gujarat National Law University.

4. Attended 3 - days online International FDP on "Innovations in techno-management and strategic case-based teaching learning" from 6th August to 8th August 2021 by Sinhgad Institute of Management and Computer Application, (SIMCA), Pune – 411041, Maharashtra, India.
5. Successfully completed One Week Online Faculty Development Program on "Structural Equational Modeling" organized by GNA Business School from 10-12 August, 2021 & 17-20 August, 2021 under the flagship of Human Resource Development Centre, GNA University, Phagwara.
6. Attended 06 Days Online FDP on Mixed Method Approach from 23rd -28th August 2021.
7. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "Emerging Trends, Pedagogy and Teaching Skills in Management Education Post COVID-19" from 06/09/2021 to 10/09/2021 at IILM Graduate School of Management.
8. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Advanced FDP on "Data Analytics for Research and Publication" from 04/10/2021 to 08/10/2021 at Indian Institute of Management Vishakhapatnam.
9. Organized and participated in webinar on "Demystifying Patents" 30th January, 2021.
10. Participated and successfully completed AICTE Training and Learning (ATAL) Academy Online Faculty Development Program (FDP) on "Technology Management" 2020-8-24 to 2020-8-28 at Delhi Technological University.
11. Participated in the Webinar on, "Financial Well-being of Employees during Covid 19" organized by CBIT - School of Management Studies in association with RK Wealth on 9th January, 2021.
12. Participated in the One Day Online Seminar on "Role and Significance of Patents in Academia" organized by IQAC & Department of Computer Science and Engineering, VRSEC under AICTE Margdarshan on 05th December, 2020.
13. Participated in one day workshop on "Recent Advances and Disruptive Technologies in HRM -Issues & Challenges" organized by CBIT - School of Management Studies on 20th February 2021.
14. Participated and successfully completed one-week online workshop on "Research Methodology and Data Analysis" held from 26.04.2021 to 30.04.2021 organized by Research Education Solutions (Registered as Micro Enterprise under MSME).
15. Successfully Completed "Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing and more" an online non-credit course authorized by IE Business School and offered through Coursera on 09.08.2020.
16. Organized and Participated in Webinar on "Publishing Research Articles in Scopus Indexed Journals" on 24th June 2020.
17. Successfully completed an online course on "The Strategy of Content Marketing" from Coursera on 21st June 2020.
18. Participated in Online Workshop on "Social Responsibility and Community Engagement" on 17th June 2020.
19. Participated in webinar on "Emotional Intelligence for Achieving Success in Life" organized by National Productivity Council on 12th June 2020.
20. Participated and completed successfully ATAL Academy Online FDP on "Block Chain" from 15th June 2020 to 19th June 2020 at IIIT Vadodara.
21. Successfully attended webinar on "Atmanirbhar Bharat Abhiyan 2020- Tangible Outcomes" on 5th June 2020.

22. Successfully completed one-week Faculty Development Program on "Outcome Based Education and NBA Accreditation Process-UG) from 28th May to 1st June 2020.
23. Participated in Online Faculty Development Program Series on "Learning, Pedagogy and Effective use of Case Methodology" from 17th May to 21st May 2020.
24. Attended one-week Faculty Development Program on "Skill Set in Turbulent Time: Industry Experiences & Challenges" from 27th April to 1st May 2020.
25. Passed NPTEL online Certification course on "Consumer Behavior" in Jan- Mar, 2020.
26. Participated in 2-Day Rural Immersion Training Program on Swahhatha Action Plan and Community Engagement during 14th and 15th Nov 2019 organized by Mahatma Gandhi National Council of Rural Education, Hyderabad with CBIT, Hyderabad.
27. Attended One-week Faculty Development Program (FDP) on "Data Science" organized by E&ICT Academy, National Institute of Technology, Warangal at Chaitanya Bharti Institute of Technology, Gandipet, Hyderabad from 5th to 10th August, 2019.
28. Organized a Two-Day Executive Development Program in "Logistics and Supply Chain Management" during 22nd and 23rd July 2019 in CBIT Hyderabad.
29. Attended Faculty Development Program on "Innovations and Research Challenges" organized by Accurate Group of Institutions, Greater Noida from July 21-22 2017
30. Attended and Co-Ordinated 7 days National Workshop on Analytical Techniques for Research Organized by Department of Commerce (29 April-5 May 2015) at Guru Nanak Dev University, Amritsar.
31. Attended 7 days Faculty Development Program on Exploring and Analyzing Data Using SPSS & AMOS (17-23 December, 2014) at BVIMR Campus, Paschim Vihar, New Delhi.
32. Attended 6 days National Workshop on Analytical Techniques for Research (from April 12-18, 2014) organized by Global Network of Business Researchers held at Dalhousie Public School, Dalhousie
33. Attended UGC Sponsored Short Term Course in Research Methodology and Statistics held at Guru Nanak Dev University, Amritsar, February 2014.
34. Attended FDP on "Structural Equation Modelling", held at Lovely Professional University, Phagwara May 2013.
35. Attended FDP on "Data Analysis through SPSS", held at Lovely Professional University, Phagwara December 2012.
36. Attended FDP on "Multivariate Analysis", held at Lovely Professional University, Phagwara June 2012

Details of Journal Publications/  
Conferences (National and International)

**International Journal from the year 2017**

1. Paruthi, M., Kaur, H., Islam, J.U., Rasool, A. and Thomas, G. (2023), "Engaging consumers via online brand communities to achieve brand love and positive recommendations", **Spanish Journal of Marketing - ESIC**, Vol. 27 No. 2, pp. 138-157. <https://doi.org/10.1108/SJME-07-2022-0160>. ABDC-B Category. **Scopus Indexed. Q2 Journal.**
2. Sowmya, K., Paruthi, M., & Sehdev, R (2022), "INFLUENCE OF SOCIAL MEDIA MARKETING ON ONLINE SHOPPING" in Madhya Bharti, UGC Care Group I Journal, Vol-82 No. 02 January – June : 2022. ISSN : 0974-0066
3. Sehdev, R., Paruthi, M., & K Sowmya (2021), "Assessment of Customer Satisfaction Score for CONNECT and BSNL: A Comparative Study" in Empirical Economics Letters Journal, Vol 20, Issue No 4, July 2021, ISSN No: 1681-8997, Impact Factor 0.91, **ABDC-C Category Journal, WOS Indexed.**
4. Tanveer, M., Kaur, H., Thomas, G., Mahmood, H., Paruthi M & Yu Zhang (2021), "Mobile Phone Buying Decisions among Young Adults: An Empirical Study of Influencing Factors" in Sustainability Journal, Vol 13, Issue 19. ISSN: 2071-1050. **Scopus and WOS Indexed**, H index=85, Impact Factor=3.251.



5. Sehdev, R., Paruthi, M., Patel, R., & Gaud, A. (2021) "An Examination of Most Influencing factors that triggered online shopping trend in Pharmaceutical Sector" in Mukta Shabd Journal, Volume X, Issue II, ISSN No: 2347-3150. Impact Factor=4.6.
6. Sehdev, R., Paruthi, M., Sharma, A., & Kumar, T., (2021), "E Learning: A substitute for classroom learning in times of Social Distancing Norms", in International Journal of Research and Analytical Reviews (IJRAR), 8(1), E-ISSN 2348-1269, P- ISSN 2349-51. Impact Factor=4.6.
7. Sehdev, R., Paruthi, M (2020), "Assessment of Customer Purchase Behavior for Electric Vehicles in New Delhi" in Mukta Shabd Journal, Volume IX, Issue XI, ISSN NO: 2347-3150. Impact Factor=4.6.
8. Kaur, H., Paruthi, M., Islam, J., & Hollebeek, L. D. (2020). The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. *Telematics and Informatics*, 46, 101321. **Scopus Indexed, ABDC- 'C' Category Journal.**
9. Sehdev, R & Paruthi, M. (2019). An Empirical Study on the effects of Country of Origin on consumers' decision to purchase wrist watches. *Our Heritage Journal*. 67(10), December. UGC Care List.
10. Sehdev, R & Paruthi, M. (2019). Customer Experience Analysis for Social Media Marketing and Fashion Apps in Fashion Industry. *Our Heritage Journal*. 67(10), December. UGC Care List.
11. Kaur, H., & Paruthi, M. (2019). Antecedents and consequences of online engagement: Measurement and assessment of reliability. *IUP Journal of Marketing Management*, 18(2), 54- 73. Peer-reviewed Journal, IUP Publishers, EBSCO & ProQuest Indexed.
12. Gupta, G., Kumar, V., Paruthi, M., & Mendiratta, P. (2019). The cauliflower Dilemma. *International Journal of Indian Culture and Business Management*, 18(3), 291-297. **ABDC- 'C' Category Journal, UGC Recognized Journal.** Inder Science Publishers.
13. Kaur, H., & Paruthi, M. (2018). Development of Facebook Fan Page Engagement Index: Empirical Evidence from India. *Abhigyan*, 35(4), 42-53. ICI Indexed & UGC Recognized Journal.
14. Kaur, H., & Paruthi, M. (2018). Gray Competition and Unjust Competition. *International Journal of Research in Management, Economics and Commerce*, 8(4). UGC Recognized Journal.
15. Paruthi, M., & Kaur, H. (2017). Scale Development and Validation for measuring online engagement. *Journal of Internet Commerce*, 16(2), 127-147. **ABDC – 'B' Category Journal. Impact Factor 0.71 Scopus Indexed, Q1 Journal.** Taylor and Francis Database.
16. Kaur, H., & Paruthi, M. (2017). An Integrated Model of Consumer Engagement: Drivers and Outcomes". *PCTE Journal of Business Management*, 14(2), July-Dec.

#### **International /National Conferences from the year 2017**

1. Presented a paper entitled, "A Bibliometric Analysis of Sustainability Literature: Benefits, Implications and Future Research Trends" at the SIMSARC'23 conference organized by Symbiosis Institute of Management (SIMS), Pune from 13th to 15th December 2023.
2. Presented the paper entitled, "Effects and Management of COVID-19: A Study of Adopted Villages of Chaudhary Bansi Lal University, Bhiwani at the International Conference of Technological Advancements Stepping Towards Sustainable Development on 8th-9th February 2023 at SVIET, Banur, Chandigarh
3. Presented the paper titled, "A Study of the Influence of COVID-19 on Rural India", in the international eConference organized by Indirapuram Institute of Higher Studies, Indirapuram, Ghaziabad on 29th May 2022.
4. Presented a paper titled, "The Empirical Study on Consumer Video Games Engagement among Young Adults" in the Technical Program of the International Conference on Business Management & Social Innovations-ICBMSI 2021 held on 26th & 27th August 2021.
5. Presented a paper titled, "Assessment of Customer Satisfaction Score for CONNECT and BSNL: A Comparative Study presented in the International Conference on Business Resilience & Reinvention in the VUCA World (ICBRR-VUCA 2021) organized by GNA Business School, GNA University on 27th July, 2021.
6. Attended and Participated in the International E-Conference on Inculcation of Human Values through Literature organized by Jai Hind Educational Trust's Zula Bhilajirao Patil College, Dhule, Maharashtra, India Internal Quality Assurance Cell, Department of English in association with English Language Teachers Association of India Khandesh Chapter on 20th August 2021
7. Attended and Participated the National Conference on "Research & Innovation in Commerce, Management, and Social Sciences for Sustainable National Development" organized by Faculty of Commerce and Business Studies, Motherhood University, Roorkee, Uttarakhand, held on August 14, 2021.
8. Participated and attended "Virtual International Conference on Circular Economy: Responsible Management for Sustainability and Circularity" organized by IIM Jammu on December 14-15, 2020
9. Presented a paper titled, "Branding on social media and its impact on brand loyalty" paper presented in International Conference on Rigor, Relevance and Resilience in Business & Management Research organized by Symbiosis Institute of Business Management, Hyderabad in association with - College of Business at Tennessee Tech University, Cookeville, USA Manukau Institute of Technology, Auckland, New Zealand NWU Business School, North-West University, South Africa from 12-14 February, 2021.
10. Presented a paper titled "Impact of Motivational Factors on consumer videogame engagement: A study of Generation Z users" in 1st Rajgiri Management Conference (RMC 2020) held in Kochi, India during 15th and 16th October 2020.
11. Presented a paper titled, "An examination of Causality and Cointegration among BRICS Stock Markets Pre and During Covid 19 pandemic: AVECM approach" in the International Conference on "Rethinking Business: designing Strategies in the Age of Disruptions" held on Dec 19, 2020

- organized by Mittal School of Business, Professional University, Punjab Professional University, Punjab.
12. Participated in Virtual National Conference on "COVID 19 and Higher Education: Challenges and Responses" organized by Internal Quality Assurance Cell, Sharda University, Greater Noida, on 2-3rd June 2020.

