



# Maharaja Surajmal Institute

Affiliated to GGSIP University & NAAC 'A' grade accredited.  
Rated as Category 'A+' by SFRC & 'A' by JAC Govt. of NCT of Delhi  
Recognised U/s 2(f) of UGC Act

## Faculty Profile

- 1. Name of Faculty:** Dr Pallavi Rajain
- 2. Date of Joining:** 01-09-2022
- 3. Present Position:** Assistant Professor
- 4. Department:** Management (MBA)
- 5. Email ID:** pallavirajain@msijanakpuri.com
- 6. Profile:**

### Your profile (glorify your work)

Published 3 books  
1. Entrepreneurship-A New Perspective by Lambert Academic Publishing  
2. Sales and Distribution Management by PHI Learning  
3. Destination Marketing- Creating Memorable Experiences by Apple Academic Press

### 7. Educational Qualification:

S No.	Degree (graduation onwards)	College and/ or University	Year
1.	B. Tech.	Kurukshetra University	2010
2.	MBA	Deenbandhu Chhotu Ram University of Sc. and Tech.	2012
3	Ph. D.	Deenbandhu Chhotu Ram University of Sc. and Tech.	2021

### 8. Employment Record (Latest First)

S No.	From [Month & Year]	To [Month & Year]	Employer Name	Positions Held	No of Years
1	Sep 2022	Till date	MSI, Janakpuri	Assistant Professor	5 months
2	Sep 2021	Aug 2022	GIET, Sonapat	Assistant Professor	1 year
3	May 2013	May 2015	DCRUST, Murthal	Project Fellow	2 years

## 9. Research Papers in National and International Journals

S No.	Title of Paper (Vol and Page No.)	Name of Journal	National/ International	SCI/ SSCI/ SCOPUS/ UGC Care	SCIE/ ESCI/ UGC	Year of Publication	Impact Factor	No. of Citations
1	<a href="#">Workplace spirituality: A comparative study of various models</a> 9(1)	Jindal Journal of Business	International	UGC Care		2020	-	38
2	<a href="#">Sensory marketing- investigating the use of five senses</a> 7 (5)	International Journal of Research in Finance and Marketing	International	UGC		2017	-	37
3	<a href="#">Online shopping environment s and consumer's Need for Touch</a>	Journal of advances in management research	International	Scopus		2019	-	35
4	<a href="#">Role colour plays in influencing consumer behaviour</a> 12 (3)	International Research Journal of Business Studies	International	UGC Care		2019	3	11
5	Power of scent marketing to influence consumer behavior 48 (9)	Indian Journal of Marketing	International	Scopus		2018	.237	4
6	<a href="#">An empirical assessment of workplace spirituality and its outcomes</a> 8 (1)	Journal of Organisation & Human Behaviour	International	UGC		2019	-	3
7	<a href="#">Sensory Marketing</a>	Vikalpa	International	Scopus		2016	-	2

	<a href="#">Aspects: Priming, Expectations , Crossmodal Corresponde nces &amp; More</a>						
8	Influence of Music on Consumer Behaviour: An Experimental Study	Abhigyan	International	UGC Care	2020	-	1
9	Talent Management of Employees in Private Banks	LBS Journal of Management & Research 17 (1)	International	UGC	2019	-	1
10	<a href="#">Artificial Intelligence: How it is Changing the Marketing Scenario?</a>	Effulgence Vol. 21. No. 1	International	UGC	2023	-	-

#### 10. Research Papers presented / Published as full paper in Conferences/ Seminars:

S No.	Title of Paper	Name of Conferences/ Seminars	National/ International	Name of Host Institution	Year
1	Consumer Preferences towards Organized Retailing	International Conference held at IIC, Delhi by Ambedkar University, Delhi	International	IIC, Delhi	2016
2	Power of Scent Marketing to influence Consumer Behaviour	International Conference held at <b>IIM Indore</b>	International	IIM, Indore	2017

#### 11. Books and Journals Published/Edited:

S No.	Title of Book/Journal	Publisher	National/ International	Volume and Issue no. (in case of journal)	Year of Publication
1	Entrepreneurship-A New Perspective	Lambert Academic Publishing	International		2021
2	Sales and Distribution	PHI Learning	International		2022

	Management				
3	Destination Marketing - Creating Memorable Tourism Experiences	Apple Academic Press	International		2023

## 12. Book Chapters in National and International Books

S No.	Title of Chapter (Page No.)	Name of Book	National/ International	Year of Publication
1	Emotional Intelligence of Employees in Banks: A Study of NCR	Competitive Strategies in Emerging Markets (ICSEM) by <b>McGraw Hill Education</b>	International	2018
2	Experiential Marketing: Strategies for the Leisure Industry	Breaking Down Language and Cultural Barriers Through Contemporary Global Marketing Strategies By IGI Global	International	2019
3	What we “sense” is what we believe- Impact of Multisensory Environmental Cues on Purchase Intention	<b>Routledge</b> (Taylor & Francis)	International	2021