



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	1 year
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/ SCIE/ SSCI/ ESCI/ SCOPUS/ UGC Care	Year of Publication	Impact Factor	No. of Citations
1	Workplace spirituality: A comparative study of various models 9(1)	Jindal Journal of Business	International	UGC Care	2020	-	54
2	Sensory marketing- investigating the use of five senses 7 (5)	International Journal of Research in Finance and Marketing	International	UGC	2017	-	41
3	Online shopping environments and consumer's Need for Touch 16(5)	Journal of advances in management research	International	Scopus	2019	-	41
4	Service value chain models in higher education 2(7)	International Journal of Emerging Research in Management & Technology	International	UGC	2013	-	36
5	Role colour plays in influencing consumer behaviour 12 (3)	International Research Journal of Business Studies	International	UGC Care	2019	3	22
6	Power of scent marketing to influence consumer behavior 48 (9)	Indian Journal of Marketing	International	Scopus	2018	.237	5
7	To identify service quality gaps in banking sector: A study of private banks	International Journal of Emerging Research in Management & Technology	International	UGC	2014	-	20

8	An empirical assessment of workplace spirituality and its outcomes ⁸ (1)	Journal of Organisation & Human Behaviour	International	UGC	2019	-	5
9	Entrepreneurship in the digital era ⁸ (6)	Asia Pacific Journal of Research in Business Management	International	UGC	2017	-	15
10	Sensory Marketing Aspects: Priming, Expectations, Crossmodal Correspondences & More	Vikalpa	International	Scopus	2016	-	3
11	Influence of Music on Consumer Behaviour: An Experimental Study	Abhigyan	International	UGC Care	2020	-	1
12	Talent Management of Employees in Private Banks ¹⁷ (1)	LBS Journal of Management & Research	International	UGC	2019	-	1
13	Artificial Intelligence: How it is Changing the Marketing Scenario? Vol. 21. No. 1	Effulgence	International	UGC	2023	-	-
14	Use of Multisensory Marketing by Retailers to Engage Shoppers	JIMQuest	International	UGC-Care	2022	-	-

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	International Conference held at IIC, Delhi by Ambedkar University,	International	IIC, Delhi	2016

	Organized Retailing	Delhi			
2	Power of Scent Marketing to influence Consumer Behaviour	International Conference held at IIM Indore	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 Management	PHI Learning	International		2022
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 McGraw Hill Education	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	Routledge (Taylor & Francis)	International	2021
4	From Retirement to Entrepreneurship Through Skills, Attitude, and Technological Innovation	Springer	International	2022