

Name of Faculty Dr. MANDAKINI PARUTHI

Designation Assistant Professor

Nature of Job/Appointment Regular

Date of Joining 02 – 12 - 2019

E-mail Mandakini\_sms@cbit.ac.in



### Education Qualifications

Ph. D

### Name of the Degree

Doctor of Philosophy  
(Business Administration-Marketing)

### Class

Awarded

PG

MBA (Hons)

First

UG

B. Sc. (Economics)

First

### Work Experience

Teaching

7 years

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

Responsibilities held at Institution Level

1. Faculty Co-Ordinator, Web & Branding Committee from 30-01-2020 to till date.
2. Member, Grievance Redressal Cell, from 25-02-2020 to till date.
3. Member, Ek Bharat Shreshtha Bharat (EBSB) AICTE mandate from Feb 2021 to date.
4. Member, Social Media Cell from 15.07.2021 to date.
5. Member, Program Content Committee, from 31-01-2020 to till date.
6. Faculty Co-Ordinator, Online Campus Radios, from 19-05-2020 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. Co-Ordinator for Student Achievements from 2019 till date
2. Time-Table Co-Ordinator from June 2019 to till date.
3. Invigilation Duty Chart Preparation from June 2019 to till date.
4. Project Presentation Schedule Preparation from December 2019 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

Guided MBA Students in completion of their Project Work

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

Awards Received

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 – 08

International Journals – 09

National Conference – 10

International Conference – 11

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

No. of Books/Chapter Published with details

1. Gupta, Paruthi & Kaur (Eds.). (2022). Religion and Consumer Behavior. Routledge. (In Process)
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..

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 23<sup>rd</sup> -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.

Details of Short-Term Training Programs/Faculty Development Programs/Seminars/Workshops/Other Trainings (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
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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 IIT 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 me 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 me 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 me 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 and National Journal**

- 1 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
- 2 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.
- 3 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.
- 4 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.
- 5 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.
- 6 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.
- 7 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.
- 8 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.
- 9 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.
- 10 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.
- 11 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.
- 12 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.
- 13 Kaur, H., & Paruthi, M. (2018). Gray Competition and Unjust Competition. *International Journal of Research in Management, Economics and Commerce*, 8(4). UGC Recognized Journal.
- 14 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, Taylor and Francis Database.
- 15 Kaur, H., & Paruthi, M. (2017). An Integrated Model of Consumer Engagement: Drivers and Outcomes”. *PCTE Journal of Business Management*, 14(2), July-Dec.
- 16 Paruthi, M., & Kaur, H. (2016). A Journey from Consumer-Brand Relationship to Brand Love: A Bibliometric Study, 1(2), 103-124. Peer-reviewed Journal, ADMAA.
- 17 Gupta, G., & Paruthi, M. (2014). A study of consumer perception towards combo offers provided by banks. *International Journal of Research in Commerce & Management*, 5(3). March. Proquest and Ebsco Indexed.

**International /National Conferences**

1. Presented the paper titled, “A Study of the Influence of COVID-19 on Rural India”, in the International e-Conference organized by Indirapuram Institute of Higher Studies, Indirapuram, Ghaziabad on 29th May 2022.
2. Presented a paper titled, “The Empirical Study on Consumer Video Games Engagement among Young Adults” in the Technical Programme of the International Conference on Business Management & Social Innovations-ICBMSI 2021 held on 26th & 27th August 2021.
3. 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.

4. Attended and Participated in the International E-Conference on Inculcation of Human Values through Literature organized by Jai Hind Educational Trust's Zulal 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
5. 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.
6. Participated and attended "Virtual International Conference on Circular Economy: Responsible Management for Sustainability and Circularity" organized by IIM Jammu on December 14-15, 2020
7. 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
8. 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.
9. Presented a paper titled, "An examination of Causality and Cointegration among BRICS Sock 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, Lovely Professional University, Punjab.
10. 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.
11. Presented a paper titled as, "The role of Blockchain Technology in managing Consumer-Brand Relationships" in 5th International Conference held on 21st and 22nd February 2020 at Symbiosis Centre for Management Studies, Noida.
12. Presented a paper titled as, "Examining the effects of Brand Relationship Quality and Consumer Community Identification on Consumer Engagement: An Empirical Exploration at 8th IBS Conference on Marketing & Business Strategy on Branding and Strategic Brand Management: Then, Now & Hereafter organized by IBS Hyderabad on Nov 15 & 16, 2019.
13. Presented a paper titled as "Economic Growth, Development and Challenges" in the National Conference on "Global Economic Development and Environmental Issues" organized by School of Management, DME on 3rd February 2018.
14. Presented a research paper titled as "Scale Development and Validation to Measure Consumer Engagement with Brands on Social media in Emerging Economies" at 2017 IIM Indore-NASMEI Summer Marketing Conference held at IIM Indore, Madhya Pradesh on July 27-29, 2017.
15. Presented a research paper titled as "Impact of Demonetization on Indian Retail" at National Conference on Paradigm shift in Indian Economy: Demonetization held at Delhi Technical Campus, Greater Noida, Uttar Pradesh on 12th April 2017.
16. Presented a research paper titled as "An Integrated Framework of Social Media Engagement: Drivers and Outcomes" at National Seminar on Computer Based Accountancy held at Shahzada Nand College, Amritsar, Punjab on 24th March 2017.
17. Presented a research paper titled as "Constructing an Online Engagement Index for Social Media Based Brand Communities: A Principal Component Analysis Approach" at National Level Conference on Recent Trends in Management and Social Sciences held at University College of Commerce and Business Management, Osmania University, Hyderabad on 26-27 August, 2016.
18. Presented a research paper titled as "Measuring the Dimensions of Online Brand Community Engagement: A Factor Analysis Approach" at National Seminar on Contemporary Issues in Business Finance, Marketing, Human Behaviour and Technology Sponsored by UGC, New Delhi, held at Khalsa College for Women, Amritsar on 6-7 March, 2015.
19. Presented a research paper titled as "Communicating through Online Brand Communities" at PTU Sponsored National Conference on "Rethink, Redefine and Redesign: A Futuristic Approach To Business, held at Apeejay Institute of Management Technical Campus Jalandhar on 19th April 2014.
20. Presented a research paper titled as "A Journey from Consumer-Brand Relationship to Brand Love: A Bibliometric Study" at 2014 Annual Conference of the Emerging Markets Conference Board held at IIM Luck now Noida Campus, NCR Delhi on 10th January 2014.
21. Presented a research paper titled as "A Study of Consumer Perceptions towards 3G services in Jalandhar" at International Conference on "Leadership in Business and Management for Sustainable Global Economy" (LBMSG – 2012), held at IIT Delhi, New Delhi in December 2012.