

DATE OF PAPER PRESENTATION: 15th MARCH, 2018

TIME: 10:30AM-12:00PM

**TECHNICAL SESSION: Paradigms of Marketing, E-Commerce and Services
in the New Millennium**

**EXTERNAL SESSION CHAIR: Prof. (Dr.) Rajan Yadav, Delhi School of
Management, DTU**

S.No.	NAME	AFFILIATION	E-Mail ID	Paper ID	TITLE
1	Pooja Yadav	ASSISTANT PROFESSOR, INDIRA GANDHI UNIVERSITY	poojalamba6565@gmail.com	18010	Digital india: impact on and challenges for the indian economy
2	Dr.Geeta Yadav	ASSISTANT PROFESSOR, INDIRA GANDHI UNIVERSITY	geeta.yadav4@gmail.com	18011	A study on digital india and its impact on rural areas
3	Jyoti Gupta	Assistant Professor	jyoti.g.3001@gmail.com	18024	A Study on Customer Satisfaction: A case for Pesticide Industry of India
4	Dr. Karishma Gulati Trehan, Kavya Mahajan, Kartik, Rishab Bhatia	VIPS	karishma.gulati@vips.edu	18036	Study on consumer preferences while buying cars keeping safety as a priority
5	Aanchal Aggarwal, Nupur Arora	VIPS	nupur.arora1510@gmail.com	18039	Emerging trends in the field of E-commerce with reference to online shopping industry
6	Ridhima Sharma	VIPS	sharma.ridhi1311@gmail.com	18040	Customer relationship management service quality: case of axis bank
7	Anurag Maurya	Research Scholar, DU	mauryadse@gmail.com	18031	Determinants of Service Export Performance in India
8	Ishpreet Viridi	Scholar, DU, Mata Sundri College	ishpreet2104@gmail.com	18042	The impact of advertising on the digital consumer: a case study of amazon and jabong
9	Ruchika Sharma	Assistant Professor, VIPS	ruchi.sharma0320@gmail.com	18049	Building Strong External Employer Brand Lessons from Market Leader – GOOGLE
10	Noopur Saxena, Kritika Nagdev,	VSBS, VIPS & Rajdhani DU	noopur.saxena07@yahoo.com	18030	A Study on Customers' Preferences for E-Banking Channels

	Mayur Taneja				
11	Dr. N.K. Joshi1, Ritu Malik, Dr. Sapna Dadwal	Rajasthan technical university, university of kota, Chanderprabhu Jain college, Delhi	ritumathur7@gmail.com	18022	An Empirical Study of E-Marketplace in Digital India

PROFILE OF Prof. (Dr.) Rajan Yadav, Delhi School of Management, DTU

Dr. Rajan Yadav is Professor and head Delhi School of Management, Delhi Technological University, formerly Delhi College of Engineering. He graduated from Delhi University and obtained his Master's Degree in Business Management from MD University and awarded Ph.D in Organized Retail. Prof. Yadav is actively involved in teaching, research and administration. His interest area includes behavioural dimensions of technology diffusion, online social networks and student community-related social marketing issues. He has extensively published for Emerald, Springer, Inderscience and Sage publication. One of his research papers on customer engagement in Journal of Indian Business Research published by Emerald is under the category of most popular research paper with more than 2600 downloads. He is in the editorial advisory board and reviewer of some high quality journals in India and abroad. He held several positions in Delhi Technological University as Associate Director IQAC, Chairman NSS, member of the academic council and member of the Sports Council of the DTU.