



# 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 PREETI GAHLOT
2. **Date of Joining:** 02/SEP/2024
3. **Present Position:** ASSISTANT PROFESSOR
4. **Department:** BUSINESS ADMINISTRATION
5. **Email ID:** DRPREETIGAHLOT@GMAIL.COM
6. **Profile:**

### Your profile (glorify your work)

By giving students real-world problems to tackle, fail and try again, we are telling students that their voices matter, A pedagogy on discover and inquiry is much more exciting than remembering dates, information taking tests, there are few ways where i can create innovative learning environment. Mindset/self-reflection/Ask open ended question/ Create Flexible Learning Environment/ Personality Matters. Create a place for all learners/ Use problem- Finding / Let Students take risk and fail/ consider a flipped class room model/ Invite entrepreneurs and Innovators in classroom/ We can also Use the design thinking process.

My vision is put into action through programs and focus on environmental stewardship, activities to benefit society, I am committed to achieving academic and educational success for institution, leaving a positive imprint on society - delivering performance with purpose. In upcoming five years i want our teaching department to be a reputed which can provide all the required facilities to students, It should mainly attract the talented students and highly experienced teachers all over our country. We will focus mainly to provide more and better knowledge to our students. Our department will emphasize the students to learn through educational games, creativity & technologies.

Expert in many more academic and administrative activities like - 1 - Organizing seminars, Workshop, Lecturers, Presentation & study camps for students at various level. 2 - Carrying out the admission activities, interpreting and overseeing the enforcement of academics policies & procedures as they pertain to candidacy for admission to academic programs. 3- Identify and organize field trips to enhance curriculum, planning of academic sessions in respect of both education and other activities.

### 7. Educational Qualification:

S No.	Degree (graduation onwards)	College and/ or University	Year
1.	BBA	GURU JAMBESHWAR UNIVERSITY OF SCIENCE AND TECHNOLOGY (HARYANA STATE UNIVERSITY)	2007
2.	MBA	GURU JAMBESHWAR UNIVERSITY OF SCIENCE AND TECHNOLOGY (HARYANA STATE UNIVERSITY)	2009
3	UGC NET	UNIVERSITY GRANT COMMISSION (UGC NET)	2012
4	PG DIPLOMA MANAGEMENT	ALL INDIA MANAGEMENT ASSOCIATION (AIMA)	2015
5	PHD	MALWANCHAL UNIVERSITY (INDORE)	2019

**8. Employment Record (Latest First)**

S No.	From [Month & Year]	To [Month & Year]	Employer Name	Positions Held	No of Years
1	SEPTEMBER - 2024	PRESENT	MAHARAJA SURAJMAL INSTITUTE OF TECHNOLOGY (MSIT JANAK PURI)	ASSISTANT PROFESSOR	WORKING AT PRESENT
2	AUGUST- 2019	APRIL - 2024	NETAJI SUBASH UNIVERSITY OF SCIENCE AND TECHNOLOGY	ASSISTANT PROFESSOR	5 YEARS
3	JULY- 2013	JUNE-2016	JAGANNATH INSTITUTE OF MANAGEMENT SCIENCES (JIMS-LAGPAT NAGAR)	LECTURER	3.1 YEARS
4	JUNE – 2011	JULY - 2013	SHRI VINAYAK COLLEGE OF EDUCATION (AFFILATED TO CHAUDHARY CHARAN SINGH UNIVERSITY)	LECTURER	2 .1 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	MARKETING AND ITS EFFECTS ON CHILDRENS EMOTIONAL AND SOCIAL DEVELOPMENT	YMER ISSN – 0044-0477	INTERNATIONAL	SCOPUS/UGC-CARE	2025	5.4	
2	AN EMPIRICAL STUDY ON THE PERCEPTION AND BUYING BEHAVIOUR OF URBAN CONSUMERS TOWARD AYURVEDIC(HERBAL) PRODUCTS IN DELHI/NCR	SOCIAL SYNTHESIS VOL.7 YEAR 2017 PAGE NO - FIRST PAGE  ISSN: 2348 7062	INTERNATIONAL	UGC-CARE	2017	5.6	
3	“E-Health Consultancy: Online Portal for Healthcare in Developing Countries”/VOL- 7	The Cultural Landscape IN 2017  ISSN: 2395 4531	INTERNATIONAL	UGC- CARE	2017	4.5	

4	"Role of ICT in Developing Countries"/VOL-7	Editor The Cultural Landscape IN 2016 FIRST PAGE  ISSN: 2395 4531	INTERNATIONAL	UGC – CARE	2017	5.2	

**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	USE OF TEACHING AIDS AND INNOVATING TEACHING METHODS IN SESSIONS.	WORKSHOP	NATIONAL	KIET GHAZIABAD	2019
2	DIGITAL WORLD AND MORE TO COME. INDIA HABITAT CENTER	SEMINAR	NATIONAL	JIMS(GGSIP UNIVERSITY)	2019
3	DATA ANALYTICS - USE AND SCOPE	SEMINAR	NATIONAL	JIMS ROHINI	2019
4	HOW TO MANAGE YOUR BSC, BOSS, SUBORDINATE AND COLLEAGUES IN AN ORGANISATION	WORKSHOP	NATIONAL	JIMS ROHINI	2018
5	WINNING OVER HEARTS AND MINDS OF YOU CONSUMER THROUGH 360 DDEGREE COMMUNICATION	WORKSHOP	NATIONAL	MIET MERRUT ORGANISED BY ICT ACADEMY.	2018

**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	CUTTING – EDGE DIGITAL MARKETINGS STRATEGIES FOR THE MODERN MARKET	CHYREN PUBLICATION	NATIONAL	978-93-48530-39-4	2024

	PLACE				
2	The Future of Service Marketing: AI, Digital Transformation and Strategic Breakthroughs	NEXGEN PUBLICATION	INTERNATIONAL	9788119477432	2025

## 12. Book Chapters in National and International Books

S No.	Title of Chapter (Page No.)	Name of Book	National/ International	Year of Publication

## 13. Patent / Copyright :

S No.	Title of Patent/Copyright	Applicants	Patent /copyright number and Year
1	AI- Based Display Device for digital Marketing	Dr. Preeti Gahlot	455722-001/2025

## 14. Sponsored Project/Consultancy :

S No.	Title of Project/Consultancy	Applicants	Sanctioned Amount	Sponsoring Agency	Duration of the project specifying the date of sanctioning

## 15. Research Scholars (M.Tech/ M.Phil/Ph.D. Thesis Supervised) : None

S. No.	Full Name of the student	Title of Thesis	Name of the host University	Year of Awarded	Supervisor/ Co-supervisor

## 16. Membership of Professional Bodies : None

S No.	Name of the Professional Body	Member/Fellow (Membership No.)	Remarks
<u>1</u>	<u>ALL INDIA MANAGEMENT ASSOCIATION</u>		