



Maharaja Surajmal Institute

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Recognised U/s 2(f) of UGC Act

Faculty Profile

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

Your profile (glorify your work)

Dr. Pallavi Rajain is working as an Assistant Professor in MBA department of MSI, Janakpuri, New Delhi (India). She completed her Ph.D. from DCRUST, Murthal (India) in 2021. She received her B.Tech. from Kurukshetra University and MBA from DCRUST, Murthal in 2010 and 2012, respectively. She has qualified UGC NET and worked as Project Fellow on a UGC sponsored major research project on Women Entrepreneurship. She has presented papers in 40 national and international conferences. She has contributed eight book chapters in the books of publishers like Springer, IGI Global and McGraw Hill Education. She has 37 publications in national and international journals including journals of Emerald, Elsevier, Sage and Inderscience publications. She has received “Second Best Paper Award” in International Conference held at JIMS, Rohini and “Best Paper Award” in National Conference, LBSIM, Dwarka.

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 9 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/ 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	-	97
2	Sensory marketing- investigating the use of five senses 7 (5)	International Journal of Research in Finance and Marketing	International	UGC	2017	-	50
3	Online shopping environments and consumer's Need for Touch 16(5)	Journal of advances in management research	International	Scopus	2019	-	58
4	Service value chain models in higher education 2(7)	International Journal of Emerging Research in Management & Technology	International	UGC	2013	-	40
5	Role colour plays in influencing consumer behaviour 12 (3)	International Research Journal of Business Studies	International	UGC Care	2019	3	35
6	Power of scent marketing to influence consumer behavior 48 (9)	Indian Journal of Marketing	International	Scopus	2018	.237	7
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	-	22

8	An empirical assessment of workplace spirituality and its outcomes ⁸ (1)	Journal of Organisation & Human Behaviour	International	UGC	2019	-	7
9	Entrepreneurship in the digital era ⁸ (6)	Asia Pacific Journal of Research in Business Management	International	UGC	2017	-	16
10	Sensory Marketing Aspects: Priming, Expectations, Crossmodal Correspondences & More	Vikalpa	International	Scopus	2016	-	4
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	Pleasant aromatic experiences through use of scent marketing	International Journal of Technology Transfer and Commercialisation	International	UGC	2021	-	2
14	Artificial Intelligence: How it is Changing the Marketing Scenario? Vol. 21. No. 1	Effulgence	International	UGC	2023	-	-
15	Use of Multisensory Marketing by Retailers to Engage Shoppers	JIMQuest	International	UGC-Care	2022	-	-

16	Psychological Effects of the COVID-19 Pandemic in Haryana (India)	Journal of Health Management	International	Scopus	2023	2.3	
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10. Research Papers presented / Published as full paper in Conferences/ Seminars:

S No.	Title of Paper	Name of Conferences/ Seminars	National/ International	Name of Institution	Host	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 IIM Indore	International	IIM, Indore		2017
3	Need for Touch in Online Shopping Environments	PAN IIM Conference	International	IIM Bangalore		2018
4	Talent Management of Employees in Private Banks	National HR Conference	National	LBSIM, Delhi		2019
5	Pleasant Aromatic Experiences through the use of Scent Marketing	International Conference	International	JIMS, Rohini		2020
6	Ethnic Marketing to Target Culturally Different Groups	International Conference	International	IIM, Shillong		2021
7	Impact of Covid 19 on Digital Banking	International Conference on Business, IT and Enterprise Architecture	International	MDI, Murshidabad		2022
8	Influence of Multisensory Cues on Perception and Evaluation	14th International Conference on the theme "Industry 4.0: Optimising Operations and Shaping the Future of Business"	International	Prestige Institute of Management and Research, Gwalior		2023

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
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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