



## FACULTY PROFILE

**Name: Dr. Baljit Kaur**

**Designation: Assistant Professor**

**E\_Mail: baljitr@srmist.edu.in**

### **Professional Qualification:**

- **Postdoctoral fellow (PDF) in Marketing (e-CRM and Sensory Marketing), Indian Institute of Management Rohtak, Haryana (2019-2020)**
- **Ph. D. (Marketing), “e-CRM (electronic Customer Relationship Management) in the Banks in India”, UBS, Guru Nanak Dev University, Amritsar, Punjab (2016)**
- **M. Com (Business Administration and Finance), “with Distinction” Khalsa College, Amritsar, Punjab, India (2011)**
- **B. Com (Prof.), SSSS College of Commerce for Women, Amritsar, India (2009)**

### **Publications (Journals & Conferences):**

- **ABDC Listed (A) Published a paper entitled, “Fear vs. hope in India: Finding the silver lining amid the dark clouds of COVID-19”, Personality and Individual Differences, Vol 181, (2021).**
- **ABDC Listed Published a paper entitled “Role of e-service quality in articulating e-WOM: A Serial Mediation Approach” International journal of electronic customer relationship management, Vol. 12, No. 4 (2020).**
- **ABDC Listed Published a paper entitled “E-service Quality: Development and Validation of the Scale”, Global Business Review, Sage journals (2020), 0972150920920452.**

- ***ABDC Listed***Published a paper entitled “**Investigating e-CRM Competitive Advantage and e-CRM Performance in the Indian Banking Industry: A Balanced Score Card Approach**”,Briefings in Entrepreneurial Finance, Wiley Publication, 25(5), pp-537-550, (2016)
- Published a paper titled, “**Measuring e-CRM Performance Level of the Banks in India: A Sector-wise Evaluation**”, Indore Management Journal, Special Issue, ISSN: 0975-1653, pp. 230-246.
- Published a paper titled, “**Determining Internet Banking Service Quality and Customer Satisfaction and Customer Satisfaction in India**”, ENVISION International Journal of Commerce and Management, Vol. 8(2014), ISSN: 0973-5976.
- Published a paper titled, “**The Application of Multiple Regression Analysis in Evaluating the Effectiveness of E-Service Quality Scale on Customer Satisfaction**”,Springer Partner, ISBN: 978-1-63041-998-1, 2013
- Published paper titled, “**A Relative Exploration of the Customer Usage of “SSTs” in the Indian Banking Industry**”, GNA Journal of Management & Technology, Referred Journal of GNA-IMT, Vol. VIII, No. 2, December, 2013 ISSN: 0974-5726, pp. 55-68. a
- Published paper titled “**Appraisal of E-CRM in the Banking Sector in India: A Boon or Bane**”, in selected seminar proceedings “Building Competitiveness in Indian Manufacturing Sector”, GNA Institute of Management and Technology, Mehtan, Phagwara, Punjab, India, ISBN: 978-81-921766-2-8, pp. 185-191, pp. 185-191.

#### **Awards and Achievements**

- **Qualified UGC-NET/JRF (2010)**
- Best Paper Award titled, “**Chatbots Communication Quality Impact on Brand Experience of Customers: An Interdisciplinary Study**”INTERNATIONAL CONFERENCE ON REIMAGINING MARKETING WITH TECHNOLOGY, 10<sup>th</sup>- 11th FEBRUARY 2023, at Indian Institute of Management Jammu (IIM Jammu)& Deakin University Australia.

- Best Paper Award titled “**Influence of Multisensory Mechanism on Consumer Behaviour**” International Conference on Sustainable development in Commerce, Management & Technology jointly organized by Research Affairs Committee, Rajdhani College, University of Delhi, Indian Commerce Association, Delhi-NCR Chapter, & Pinaki Technno, India, 26-27 February 2023

### **Workshops/Seminars/FDPs**

- Participated in Workshop on “Data Analytics and Transformation” held on 9 May-18 May, 2023 at GNIOT.
- Participated in Workshop on “Application of Multi-Criteria Decision Making in Research” held on 27 March-1 April, 2023 at SRMIST Delhi NCR Campus.
- Participated in Workshop on “**Workplace Harmony**” at IPEM College, Ghaziabad held on 8-12 June, 2019.
- Participated in FDP on National Workshop on *Advanced Research Methodology*, Punjab Institute of Management (PIM) I.K. Gujral Punjab Technical University, held on 28 Nov-4Dec, 2015.
- Participated in FDP on *Structural Equation Modelling* event organized by Society for Management Learning running under aegis of Student Organization Cell, Division of Student Affairs, in collaboration with School of Business, Lovely Professional University held on 24<sup>th</sup>- 26<sup>th</sup> June, 2013.
- Three Days National Workshop on *Structural Equation Modeling* organized by Department of Commerce & Business Management held in Guru Nanak Dev University, Amritsar on 6<sup>th</sup>-8<sup>th</sup> April, 2013
- Attended three day UGC sponsored short term course in “*Workshop for Ph.D/Post Doctoral Scholars on Research Methodology, Research Ethics and Statistics*” organized by Academic Staff College from May 20<sup>th</sup>-22<sup>nd</sup> May, 2013.
- Attended one day interactive workshop for *Promotion of Women consultants in India*, conducted by North India Technical Consultancy Development Centre (CDC), New Delhi, at Placement Department, GNDU Amritsar, held on 12<sup>th</sup> March, 2013.

- Attended national workshop on “*Analytical Techniques for Research*” organized by the Global Network of Business Researchers from 28<sup>th</sup> April to 4<sup>th</sup> May, 2012 at Dalhousie.
- Attended workshop on Data Analysis through *SPSS: Basics for Beginners*” organized by Department of Commerce and Business management, Guru Nanak Dev University, Amritsar held on 13<sup>th</sup> -14<sup>th</sup> August,2011.

### **Work Experience:**

- **November 2022- Till present, Assistant Professor**, FMS Department, SRMIST, Delhi NCR Campus.
- **July 2018- September 2019, Assistant Professor**, Management Department, IPEM college, Ghaziabad
- **Assistant Professor, as a Visiting Faculty**, Amity Business School, AmityUniversity, Noida in 2018.
- **July 2016- November2017, Assistant Professor**, PG dept of Commerce and Business Khalsa College for Women, Amritsar, Punjab.
- Taught **MBA 3<sup>rd</sup> SEM (Human Resource Management)** in partial fulfillment of the requirement for the degree of Doctor of Philosophy, as per the Ordinances of Guru Nanak Dev University, Amritsar

### **Professional Memberships:**

Life member of the **Indian Commerce Association**, India.