

# MANAV RACHNA UNIVERSITY, FARIDABAD

Sector 43, Aravalli Hills, Manav Rachna Campus Rd, Faridabad, Haryana 121004

## Prof (Dr.) Priya Vij

**Designation:** Assistant Professor **Qualifications :** Ph.D.(Management)

**Email :** priya.fbss@mru.edu.in

**Experience:** 12 Years



**Research Interest :** Behavioural Economics, Development Economics & Competitive Strategy

### + Journal Publication Details:

#### **A. International Journals**

- 1) **Vij, P. & Arya P.P. (2021).** The Interplay of Competitive Strategies: An Empirical Analysis of Organised and Unorganised Retail Sector. *International Journal of Multidisciplinary Educational Research*, ISSN: 2277-7881; Vol 10, Issues 3(2), page no.143-150, March 2021 Available: [http://ijmer.in/issues/volume10/volume10-issue3\(2\).aspx](http://ijmer.in/issues/volume10/volume10-issue3(2).aspx)
- 2) **Vij, P. & Arya P.P. (2021).** Unorganised Retailers in a Race to Sustain their Competitiveness. *International Journal of Emerging Technologies and Innovative Research*, ISSN:2349-5162, Vol.8, Issue 2, page no.1673-1688, February-2021, Available: <http://www.jetir.org/papers/JETIR2102200.pdf>
- 3) **Abrol, P. & Arya P.P. (2017).** The Viability of the Unorganised Retail Stores with the Maturing Organised Retail Sector: A Review, *International Journal of Logistics and Supply Chain Management Perspectives*, 6 (2), 2952- 2959.
- 4) **Abrol, P. & Arya P.P. (2017).** Comparative Analysis of Attributes Determining Consumers' Choice of a Retail Store. *International Journal of Applied Service Marketing Perspectives*, 6(2), 2987-2997.
- 5) **Vij, P. (2016).** A Study of Rustic behaviour towards Organised Retail. *International Journal of Business Management and Scientific Research, Eminence Journal*, 17, 53-60.
- 6) **Vij, P. (2016).** A Study of Rustic behaviour towards Organised Retail. *International Journal of Business Management and Scientific Research, Eminence Journal*, 17, 53-60.

#### + Conference Publications:

#### **B. International Conference**

- 1) **Vij, P. (2016).** The Indian Retail Supply Chain: Amateurish Perspective, presented at GDGU ICON, 2016, Flattening of the Globe propelled by E-Commerce & Supply Chain, GD Goenka University, Gurgaon.
- 2) **Vij, P. (2015).** Retail-o-Nomics of India, presented at GDGU ICON, 2015, Changing Landscape of World Economies: Need for Alternative Growth Models, GD Goenka University, Gurgaon.
- 3) **Vij, P. (2013).** Inflation: Its impact on Indian Retail Sector, presented in the International Case Study Conference, 2013, Amity Business School, Gurgaon.

### **C. National Conference**

- 1) **Abrol, P. (2011).** Organized Retail in Rural India. Presented at 2<sup>nd</sup> National Seminar on Rural Marketing: Challenges, Opportunities and strategies, Chandigarh Business School, Gharuan, Mohali, Punjab.
- 2) **Abrol, P. (2011).** Retail in the Era of Globalization, presented at National Conference on Globalization and Management Development, SAS Group of Institutes, Mohali, Punjab.
- 3) **Abrol, P. (2011).** Green Economics: An Answer to Sustainable Development, presented at the National Seminar on Green Economics-A Case for making growth sustainable and equitable, Dev Samaj college for Women, Chandigarh.
- 4) **Abrol, P. (2010).** Hindu/ Vedic Philosophy is Environment Friendly, presented at National Seminar on Global Environmental Issues & Climate Change, MCM DAV College for Women, Chandigarh.
- 5) **Abrol, P. (2009).** Women Entrepreneurship, presented at the National Seminar on Entrepreneurship Development in India: The Challenges ahead, Punjabi University, Patiala.
- 6) **Vij, P. (2013).** Liberalization of FDI in the Indian Retail Sector, presented at National Seminar at Dr. IT Group of Institutes, Punjab.

#### **+ Book/Chapter Publications:**

- 1) **Vij, P. & Arya P.P. (2020).** Evolving Consumer Choices across Cultures-Book chapter in *Cross-Cultural Exposure and Connections: Intercultural Learning for Global Citizenship*. Apple Academic Press, USA.

#### **+ Administrative Responsibilities:**

- 1) Editor-JLAS
- 2) Online Program coordinator
- 3) Examinations, ERP, NAAC
- 4) Mentor –Mentee