



# MANAV RACHNA UNIVERSITY, FARIDABAD

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

## Dr. Rashi Banerji

**Designation** : Assistant Professor

**Experience** : 2 Years Academic, 5 years Ph D. scholar, 5 years professional in IL& FS Investsmart Ltd.

**Qualifications** : Ph.D.(Management), UGC-NET-JRF Recipient, PGDBM (AICTE Appr), B. Sc. (Maths)

**Contact Detail** : Department of Management & Commerce MRU, Faridabad

**Email** : rashi@mru.edu.in

**Phone No.** : 9818210553

**Google scholar** <https://scholar.google.com/citations?user=fimA9BUAAAJ&hl=en>



**Research Interest : Customer Relationship Management, Digital Payments**

### + Journal Publication Details:

Banerji, R. (2021). Cashless Payments in India: An Empirical Study on Credit Card Selection and Usage Preferences in *International Journal of Financial Services*. Indercience Publishers Ltd. Vol.10 No.4, pp.309 - 32.1 DOI: 10.1504/IJFSM.2021.10033930 (Feb 2021), **Print ISSN:** 1460-6712 **Online ISSN:** 1741-8062, 2020 . ABDC Indexed, Cabell's Directory, EBSCO, Google Scholar

Banerji, R.& Farooqi. R. (2016). Role of Demographic Variables in Credit Card Selection Criteria- An Empirical Study in NCT of Delhi published in *Review of Professional Management* Vol. 14 Issue 2, July-December 2016.pg 52-65. ISSN:0972-8686, online ISSN 2455-064. DOI: 10.20968/rpm/2016/v14/i2/130981. Approved in UGC journal list. UGC Journal No: 47587.

Banerji, R. & Farooqi, R. (2016). Important Factors of Credit Card Reward Program- A Consumers' Perspective in New Economy published in *GD Goenka Business Review*. Vol. 2 Issue 2, July-December 2016. pg 20-27. ISSN: 2394-8639

### + Conference Details:

Evaluation of Retail Service Quality by using RSQS Model: A Case study on Big Bazaar Hypermarkets in NCT of Delhi (India), in International Conference on Research in Marketing (ICRM 2013), organised By Curtin University Australia, IIT Delhi, XLRI Jamshedpur, ISBN No. 978-1-63041-998-1. Springer Publications.

Empirical Evaluation of E-Service Quality of Flipkart Using E-S-QUAL Model in NCR (India), in An Alternate Globalization from the South: Dynamics of International Business and Finance in the Emerging Economies, organised by Jamia Millia Islamia, New Delhi (2014), ISBN No. 978-93-83842-80-3.pp 272-284. First author: Dr. Rahela Farooqi, second author: Rashi Banerji. 19-20 Sep 2013

Testing Semi-Strong Efficiency of Indian Stock Market- A Study of Effect of FDI Approval in Retail on Sectors' Stocks. In National Conference on Emerging Issues in Indian Financial Markets, Guru Gobind Singh Indraprastha University, Bloomsbury Publishing India Pvt. Limited (2013), pp. 231-240.ISBN: 978-93-

82951-21-6. First Author: Rashi Banerji. 15 February 2013

Emerging Opportunities in Indian Credit Card Industry: Market Profile. In National Conference on Management Challenges in the New Era: Strategies for Success (eds. Rahela Farooqi & Saif Siddiqui), National Conference on Management Challenges in the New Era: Strategies for Success, organised by Jamia Millia Islamia, Excel India Publishers (2014), pp. 77-84. ISBN: 978-93-83842-08-7

**+ Research Supervised:**

A study of Factors influencing Student's intention to study at Higher Educational Institutions (Ongoing)

A Study of Technology Platform Adoption by Unorganized Grocery Retailers in India (Ongoing)

**+ Additional Certifications:**

Received Elite + Silver award certificate in 8 weeks Customer Relationship Management AICTE approved FDP from NPTEL.

Received Elite + Silver award certificate in 8 weeks Behavioural and Personal Finance AICTE approved FDP from NPTEL.

Attended NITTTR STC on Big Data Analytics held 3-7 February 2020 at MRU campus.

FDP on Advance Research Techniques in Management using SPSS and AMOS organised by CMS, Jamia Millia Islamia

Workshop on Data Analysis using SPSS organised by CMS, Jamia Millia Islamia, New Delhi

Capital Market (Dealers module), NSE Certification in Financial Markets (NCFM)

AMFI Advisor module, NSE Certification in Financial Markets (NCFM)

Derivatives Market (Dealers Module), NSE Certification in Financial Markets (NCFM)

**+ Administrative Responsibilities:**

DMC Website Co-ordinator

DMC ERP Co-ordinator

BBA FAA Asso. Coordinator

Feedback Co-ordinator