

MANAV RACHNA UNIVERSITY, FARIDABAD
Sector 43, Aravalli Hills, Manav Rachna Campus Rd, Faridabad, Haryana 121004

Dr. Chand P. Saini

Designation: Associate Professor

Qualifications: Ph.D. (Marketing)

Email: chandprakash@mru.edu.in

Experience: 13 years

Google Scholar Profile – [Dr. Chand](#)

LinkedIn Profile – [Dr. Chand](#)



Research Interests: Online Marketing, Consumer Behaviour, Mobile marketing

+ Journal Publication Details:

- Prakash C., Yadav R., Singh A., Aarti. (2022), An empirical investigation of the higher educational institutions attractiveness as an employer in South Asian Journal of Human Resource Management ISSN: 23495790 indexed in ABDC, Scopus.
- Prakash C., Yadav R., Singh A., Yadav K. (2021), Modeling the entrepreneurial intentions among business students in Pacific Business Review International ISSN 0974-438X, vol. 14 No. 3 pp 77-90. indexed in Web of Science.
- Amit D., Prakash C., Singh V., Hooda J. (2021), Customer perception, purchase intention and buying decision for branded products: measuring the role of price discounts in Journal of Revenue and Pricing Management ISSN 1477-657X (electronic) vol. 20 No.2 pp 194-203. indexed in Scopus, ABDC (B category)
- Prakash C., Yadav R., Kadyan S. (2021), Effect of the price drop on customer's perceived evaluation across selected product categories in Journal of Revenue and Pricing Management ISSN 1477-657X (electronic) vol. 20 No. 2 pp 204-210. 10.1057/s41272-021-00301-6 indexed in Scopus, ABDC (B category)
- Gupta N., Prakash C., Dangi A., Akthar T. (2021) "Unified AHP-TOPSIS & DEA Technique for the Adoption and Performance Evaluation of Green Transportation Alternatives in India" International Journal of Vehicle Design, ISSN 1741-5314 (electronic) indexed in Scopus, WOS, ABDC (B category)
- Garg R., Verma S., Saini C., (2021), "Identification of key drivers to Shopping Malls: A Case of Indore City" International journal of Indian culture and business Management. ISSN online : 1753-0814 indexed in Web of Science.
- Verma S., Saini C., Verma S (2021), " Working capital management and firm profitability: empirical evidence from manufacturing and construction firms listed on bse india " Sambodhi (ISSN - 2249-6661), vol. 44 No.1 pp 153-169. UGC Care Approved.
- Prakash C., Amit D., Verma S., Yadav K. (2020), "Exploring the role of social media in shaping consumer buying behaviour: A factor analysis approach" in Academy of Marketing Studies Journal ISSN online 1528-2678 vol. 25 No. 1 pp 1-8. indexed in ABDC (B category)
- Prakash C., Yadav R., TaraShankar, (2020), "An empirical study of job aspirants perception towards e-recruitment practices" in Special Issue on GLOBUSS-2019 Driving Excellence through Digital Transformation in International Journal of Public Sector Performance Management ISSN online 1741-105X indexed in Scopus (Elsevier).
- TaraShankar, Yadav K. Prakash C. (2020), A Study of Leadership Styles Executed by School Teachers: Special Reference to Gurugram" in Special Issue on ICSED-2k19 Emerging Trends in Entrepreneurship and Building Sustainable Workplaces in International Journal of Environment, Workplace and Employment, ISSN online 1741-8445 vol. 6 No. 1/2 pp 77-90 indexed in Scopus
- Saini. C.P., Gupta N. (2020), "Interrelated factors driving the purchase of over-the-top television subscription services: A study using exploratory factor analysis and the decision-making trial and evaluation laboratory method" Applied Marketing Analytics, (ISSN - 2054-7552), vol. 06, No. 1, 73-84. indexed in Scopus
- Prakash. C. (2020), "Identification of key drivers in e-tailing: factor analysis approach" Adalya Journal, (ISSN - 1301-2746), vol. 09 No. 1 pp 34-40. indexed in Web of science.

+ **Conference Publications:**

- Saini C., Gaur N. (2021), **Impact of Work Stress on the Work-Life Balance of Jurisdiction Professionals** in a book edited by Sharma J K, Sood G, for **GLOBUSS 2021** organized by **Amity University, Uttar Pradesh**. Title - **Global Business Strategies for Sustainability, Bharti Publications (International Publisher)**, ISBN 978-93-91681-27-2, New Delhi.
- Saini C., Dangi A. (2019), **Internet on the dining table: Changing food ordering pattern of the working class in Delhi** in a book edited by Sharma J K, Sood G, for **GLOBUSS 2019** organized by **Amity University, Uttar Pradesh**. Title - **Global Business Strategies for Sustainability, Bharti Publications (International Publisher)**, ISBN 978-81-942473-8-8, New Delhi.
- Saini C., Dangi A, Yadav K (2019), **Examining Dimensions of electronic service quality in online retail** in a book edited by Pramod Nayak et al, for **TIPSON 2019** organized by **Trinity Institute of professional studies, Dwarka**. Title - **TIPSCON 2019, KAAV Publications (International Publisher)**, ISBN 978-93-86789-97-6, New Delhi.

+ **Certifications Details:**

- Attended one week online workshop on “**Digital Marketing**” organized by **IIHMR University, Jaipur AICTE Training and Learning (ATAL) Academy** from 26/07/2021 to 30/07/2021.
- **Completed One Month Refresher Program in Management Banasthali University on SWAYAM**
- Attended one week online workshop on “**Role of technology and some specific tools in research**” organized by **Academic Association, SGT University**. From 28 June-3 July. 2021.
- Attended two days National Webinar on “**Systematic Literature Review and Meta Analysis**” organized by **IMSAR, MDU Rohtak** From 28-29 April. 2021.
- Attended two days National Webinar on “**Managing Personal Finance during COVID-19**” organized by **Govt. P.G. College, Obra, Sonbhadra, UP**. From 6-7 May. 2020
- Attended two days Faculty Development Program on Outcome Based Education organized by the **Faculty of Commerce and Management** From 24-25 February, 2020.
- Attended one week workshop on “**MOOC development**” organized by the **Faculty Development Center, MD University, Rohtak**. From 10-15 April. 2020
- Attended three days **Faculty Development Program on Research Methodology** on 31st Aug, 7th & 28th September. 2019 organized by Faculty of Commerce & Management, SGT University, Gurugram.
- AICTE approved a one-week **Faculty Development Program** through NPTEL on **Global Marketing Management** with 81% marks from February- April 2019.
- AICTE approved a one-week **Faculty Development Program** through NPTEL on **Marketing Research & Analysis** with 71% marks from August- October, 2019.

+ **Research Supervised (PhD):**

- Guided Ms. Shweta Verma (Reg No.- 160809003) on the topic “**Impact of Working Capital Management on Corporate Profitability with Special Reference to Firm’s Constituting S&P BSE Indices**” thesis submitted at SGT University, Gurugram.
- Guided Ms. Nisha Gaur (Reg No.- 160809004) on the topic “**IMPACT OF WORK STRESS TOWARDS WORK LIFE BALANCE: A STUDY OF JUDICIAL OFFICERS IN INDIAN CONTEXT**”, thesis submitted at SGT University, Gurugram.
- Guiding Ms. Shipra (Reg No.- 190809003) on the topic “**An Investigation of health care professionals’ awareness level and Readiness towards Green Hospital**” registered at SGT University, Gurugram.

+ **Journal Review Committee Member:**

- International Journal of Online Marketing (IJOM), IGI Global publishing
- International Journal of Governance and Financial Intermediation, Inderscience Publishers
- International Journal of Technology Marketing, Inderscience Publishers

+ **Speaker at events**

- Keynote Speaker on "Power of Digital Marketing in Modern Era" on 23rd April, 2022 at IHMR, Kotdwar.
- Keynote Speaker on "Demystifying research in legal profession" on 4th feb, 2022 at Geeta Institute of Law, Panipat.
- Keynote Speaker on "Power of Digital marketing in Modern Era" on 5th April, 2021 at Geeta Institute of Law, Panipat.
- One day online workshop on Article Writing, 29th May, 2020 in School of BFSI, Symbiosis University of Applied Sciences Indore
- One day online workshop on Factor Analysis, 21st July, 2020 in School of BFSI, Symbiosis University of Applied Sciences Indore
- One week online workshop on Research Methodology in Social Sciences, 26th June-02 July, 2020, Day 07 organised by Bhavdiya Institute of Business Management, Ayodhya UP.
- Resource person in MarCon ;2020 - Virtual Dinner Series Digital & Social Media, 7th to 9th August 2020, organised by School of Management, C. ABDUL HAKEEM COLLEGE OF ENGINEERING AND TECHNOLOGY
- Chaired Session in 1st International Conference on Mechatronics and Artificial Intelligence on 26-27 Feb, 2021 organised by Faculty of Engineering and Technology, SGT University.
- Chaired Session IV in one week online workshop on "**Role of technology and some specific tools in research**" organized by Academic Association , SGT University. From 28 June-3 July. 2021.

+ **Attended Conference/Seminar/FDP/Workshops**

- Presented Research Paper at international conference on contemporary issues in business management and economics, on the topic "**An empirical study of investor's perception towards financial planning**" organized by **PIET, Panipat** from 17-18 June 2022.
- Presented Research Paper at TIPSCON 2022, on the topic "**An investigation of factors affecting the adoption of green hospitals among healthcare professionals**" organized by **TIPS Dwarka** from 22-23 July 2022.
- Presented Research Paper at 7th Biennial conference of the Indian Academy of Management (INDAM), on the topic "**Modeling of Gamified Apps adoption and Customer Engagement**" organized by **IIM Rohtak** from 7-9 January 2022.
- Presented Research Paper at Global Business Strategies for Sustainability (GLOBUSS - 2021) "Managing Businesses in the Time of Crises" on the topic "**Impact of work stress on the work-life balance of jurisdiction professionals**" organized by **AMITY SCHOOL OF BUSINESS, Amity University, Noida** on August 27-28, 2021.
- Presented Research Paper at **Second International Conference on Resilience for Sustainability: Revisiting Management Practices and Strategizing for The Future** on the topic "**Relational Study of Working Capital Management, Cash Holding and Profitability: An Evidence of Indian Corporate**" organized by School of Management and Liberal Studies, **North Cap University, Gurugram** on 26th March, 2021.
- Presented Research Paper at **International Business Summit and Research Conference - 2021 (INBUSH 2021)** on the topic "**Covid-19 and Indian women entrepreneurship: Factor Analysis Approach**" organized by **Amity International Business School, Amity University, Noida** on 19th Feb., 2021.
- Presented (Virtually) Research Paper at National Marketing Conference on Marketing in the new normal: Unlearn and Relearn, on the topic "**Determinants of Indian women's intention towards entrepreneurship in the wake of Covid-19 crisis**" organized by **LBSIM, Dwarka** on 12th December, 2020.
- Presented (Virtually) Research Paper at National Marketing Conference on Marketing in the new normal: Unlearn and Relearn, on the topic "**Exploring the key stressors for working women in work from home during Covid-19: An exploratory Factor Analysis Approach**" organized by **LBSIM, Dwarka** on 12th December, 2020.

+ **Attended /FDP/Workshops**

- Attended one week online workshop on “**Digital Marketing**” organized by IIHMR University, Jaipur **AICTE Training and Learning (ATAL) Academy** from 26/07/2021 to 30/07/2021.
- **Completed One Month Refresher Program in Management Banasthali University on SWAYAM**
- Attended one week online workshop on “**Role of technology and some specific tools in research**” organized by Academic Association , SGT University. From 28 June-3 July. 2021.
- Attended two days National Webinar on “**Systematic Literature Review and Meta Analysis** ” organized by IMSAR, MDU Rohtak From 28-29 April. 2021.
- Attended two days National Webinar on “**Managing Personal Finance during COVID-19**” organized by Govt. P.G. College, Obra, Sonbhadra, UP. From 6-7 May. 2020
- Attended two days Faculty Development Program on Outcome Based Education organized by the **Faculty of Commerce and Management** From 24-25 February, 2020.
- Attended one week workshop on “**MOOC development**” organized by the **Faculty Development Center, MD University, Rohtak**. From 10-15 April. 2020
- Attended three days **Faculty Development Program on Research Methodology** on 31st Aug, 7th & 28th September. 2019 organized by Faculty of Commerce & Management, SGT University, Gurugram.
- AICTE approved a one-week **Faculty Development Program** through NPTEL on **Global Marketing Management** with 81% marks from February- April 2019.
- AICTE approved a one-week **Faculty Development Program** through NPTEL on **Marketing Research & Analysis** with 71% marks from August- October, 2019.
- Attended a one week workshop on “**Art of effective teaching**” organized by the **Institute of Vocational Studies, GGSIPU** From 11-17 Dec. 2019.

+ **Case Publication:**

- Chand Saini, Amit Dangi (Dec 2019) case titled "Change Management: What went wrong at G.K International" The Case Centre England (CASE-Reference no. 419-0115-1)
- Chand Saini (Jan 2020) case titled "Brand Failure: A case of Herbico beauty care Pvt. Ltd" The Case Centre England (CASE-Reference no. 519-0168-1)
- Chand Saini (Feb 2020) case titled "Role of Channel Partners: A Case of Tisrambhu Beverages Pvt Ltd" The Case Centre England (CASE-Reference no. 520-0027-1)
- Chand Saini (march 2020) case titled "Effectiveness of Training Program: A Case of Expressia Private Limited" The Case Centre England (CASE-Reference no. 420-0042-8)
- Chand Saini (June 2020) case titled "Compelling Marketing Mix: A Case of Funzo" The Case Centre England (CASE-Reference no. 500-0078-1)

+ **Achievements:**

- Received best paper award in Academician Category for Research Paper at International Conference on Business Transformation through sustainability, entrepreneurship, and digitalization (ICSED 2019), on the topic "**A study of leadership styles executed by school teachers: Special reference to Gurugram**” organized by **IMS Ghaziabad** on 9th Nov, 2019.
- Received appreciation and cash award in Academician Category for Research Paper at National Marketing Conference on Marketing Ethics and Consumer Privacy, on the topic "**Examining the relationship between factors of growing popularity of OTT among Netizens: DEMATEL Approach**” organized by **LBSIM, Dwarka** on 18th January 2020.
- Received 2nd prize and cash award in Academician Category for Research Paper at National Marketing Conference on Marketing in the new normal: Unlearn and Relearn, on the topic "**Determinants of Indian women’s intention towards entrepreneurship in the wake of Covid-19 crisis**" organized by **LBSIM, Dwarka** on 12th December, 2020.
- Received Certificate of Appreciation by SGT University for the academic session 2018-2019 for a meticulous contribution towards developing and escalating university to greater heights.