

## Dr. Ritika Malik

Bharati Vidyapeeth (Deemed To Be University)  
Institute of Management and Research,  
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New Delhi – 110063  
Email: ritika.malik@bharativedyapeeth.edu  
Telephone no. with Ext no. 25284396, 25286442 extn : 273  
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<b>Specialization</b>	Marketing
<b>Designation</b>	Assistant Professor
<b>Educational Qualification</b>	<ul style="list-style-type: none"><li>• PhD</li><li>• MBA</li><li>• PGDM</li><li>• BBA</li><li>• B.ED</li></ul>
<b>Experience</b>	Teaching :9 Industry :1
<b>Present Administrative Position</b>	<ol style="list-style-type: none"><li>1. Placement Coordinator(Law) : 2020-2021</li><li>2. NIRF Team Member : 2020-2021</li><li>3. Record Keeping Incharge (Law) : 2020-2021</li><li>4. Committee Member of Activity Report : 2020-2021</li><li>5. Committee Member of Seminar club: 2020-2021</li><li>6. Committee Member of Grievance handling team : 2020-2021</li><li>7. Committee Member of Research and publications : 2020-2021</li><li>8. Class Coordinator : 2020-2021</li><li>9. Course leader : Basic of Business research, Sales and Distribution management, Indian Economics, Economics and Law</li></ol>
<b>Past Administrative Position</b>	<ol style="list-style-type: none"><li>1. Placement Coordinator(Law) : 2020-2021</li><li>2. NIRF Team Member : 2020-2021</li><li>3. Record Keeping Incharge (Law) : 2020-2021</li><li>4. Committee Member of Activity Report : 2020-2021</li><li>5. Committee Member of Seminar club: 2020-2021</li><li>6. Committee Member of Grievance handling team : 2020-2021</li><li>7. Committee Member of Research and publications : 2020-2021</li><li>8. Class Coordinator : 2020-2021</li><li>9. Course leader : Basic of Business research, Sales and Distribution management, Indian Economics, Economics and Law , Consumer Behavior, 2021-21</li></ol>
<b>Research Interest</b>	<ol style="list-style-type: none"><li>1. Digital Marketing</li><li>2. Luxury Marketing</li><li>3. Mobile Marketing</li><li>4. Permission Marketing</li><li>5. Social Media marketing</li></ol>
<b>Membership of Professional / Academic Bodies</b>	<ol style="list-style-type: none"><li>1. Fellow and Member- Delhi NCR Council – Centre for Education Growth &amp; Research (CEGR) Delhi- <a href="http://www.cegr.in">www.cegr.in</a></li><li>2. Team Member – Association for Commerce and management Professionals of India (ACMPI) – <a href="https://pravish123.wixsite.com/acmpi">https://pravish123.wixsite.com/acmpi</a></li><li>3. Fellow and Member- MERIT ACADEMI</li></ol>

Membership of Editorial Bodies	1. <b>Editor of book</b> published by <b>National Press Associates</b>															
Research Publications	<ol style="list-style-type: none"> <li>1. <i>The impact of online shoppers to price and quality : a survey study in Delhi-NCR</i> in <i>Efflatounia Journal</i> , ISSN : 1110-8703, Volume 5, Issue 2, <b>July 2021</b>, pp 376-389, <b>Web of Science, Google Scholar</b></li> <li>2. <i>Exploring Digital Transactions for Sustainable Economy-A Comparative Analysis between UPI and Paytm</i> in <i>Wesleyan Journal of Research</i>, Volume 13, No 53, <b>December 2020</b>, pp 50-61, <b>UGC CARE</b></li> <li>3. <i>Shahnaz Husain – A Successful Indian Woman Entrepreneur</i> in <i>International Journal of Disaster Recovery and Business Continuity</i>, Volume 11, No 2, 2020, pp 88-93, ISSN : 2005-4289 -2020; <b>Web of Science</b></li> <li>4. <i>Analysis of Digital Wallets for Sustainability : A comparative analysis between retailers and customers</i> in <i>International Journal of Management</i>, Volume 11, Issue 7, July 2020, pp 358-370, ISSN : 0976-6502 -2020; <b>IAEME Publication, Scopus Indexed</b></li> <li>5. <i>Is Loyalty Program As A Marketing Tool Effective?</i> in <i>Journal of Critical Reviews</i>, Volume 7, Issue 6, pp 1079-1082, ISSN : 2394-5125 -2020; <b>Scopus Indexed</b></li> <li>6. <i>Review on India’s Baby Care Market</i> in <i>International Journal of Management</i>, Volume 11, Issue March-April 2020, pp 838-845, ISSN : 0976-6502 -2020; <b>IAEME Publication, Scopus Indexed</b></li> <li>7. <i>Green Marketing in India in Test Engineering &amp; Management</i>, Volume 83, Issue 5, pp 9478-9484, ISSN : 0193-4120 -2020; pp 9478-9484, <b>Scopus Indexed</b></li> <li>8. <i>“Mobile Based Practices in Indian Banks”</i> ISSN 2348 –3652 issue of <b>January 2018</b>.</li> <li>9. <i>“Consumer Decision making for banking services in VUCA World”</i> ISSN 2348 – 3652 issue of <b>January 2018</b>.</li> <li>10. <i>“Consumer Behavior towards Mobile Based marketing Practices: A Factor Analysis”</i> MERI Journal of Management and IT, Vol. 12, No. 1, October 2018</li> </ol>															
Ph.D Guided	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #4a86e8; color: white;"> <th data-bbox="339 1196 427 1294">Sr. No</th> <th data-bbox="427 1196 659 1294">Name of Scholar</th> <th data-bbox="659 1196 1029 1294">Topic</th> <th data-bbox="1029 1196 1270 1294">University</th> <th data-bbox="1270 1196 1540 1294">Year</th> </tr> </thead> <tbody> <tr> <td data-bbox="339 1294 427 1518">1.</td> <td data-bbox="427 1294 659 1518">Ms. Ritika Aggarwal</td> <td data-bbox="659 1294 1029 1518">A study of Digital Marketing strategies for different sectors in Delhi/NCR region</td> <td data-bbox="1029 1294 1270 1518">JIT University</td> <td data-bbox="1270 1294 1540 1518">2020(enrolled)</td> </tr> <tr> <td data-bbox="339 1518 427 1731">2.</td> <td data-bbox="427 1518 659 1731">Ms. Swati Luthra</td> <td data-bbox="659 1518 1029 1731">A study of the marketing strategies of selected luxury brands in India</td> <td data-bbox="1029 1518 1270 1731">JIT University</td> <td data-bbox="1270 1518 1540 1731">2021(enrolled)</td> </tr> </tbody> </table>	Sr. No	Name of Scholar	Topic	University	Year	1.	Ms. Ritika Aggarwal	A study of Digital Marketing strategies for different sectors in Delhi/NCR region	JIT University	2020(enrolled)	2.	Ms. Swati Luthra	A study of the marketing strategies of selected luxury brands in India	JIT University	2021(enrolled)
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Conferences and Trainings Organised/ Attended	<p style="text-align: center;"><b><u>Organised Webinars</u></b></p> <ol style="list-style-type: none"> <li>1. <b>Organiser for Webinar on “POCSO ACT,2012”</b>, conducted by <b>BVIMR, New Delhi,2021</b></li> <li>2. <b>Organiser for Webinar– Careers in law</b>, conducted by <b>BVIMR, New Delhi,2021</b></li> </ol> <p style="text-align: center;"><b><u>Faculty Development Programme/Management Development Programme</u></b></p>															

1. Participated in **International Management Conference** on a theme “**Management Strategies : Retrieval, Resilience and Remodelling in a Post Covid World**” conducted by **Jims, 2021**
2. Attended Two days **Research Methodology Workshop** conducted by **IIM– Bodh Gaya, 2021**
3. Attended One day **Faculty Development Programme** on a theme “**Research Proposal Writing for funded projects**” conducted by **IIMS, 2021**
4. Attended Two days **Faculty Development Programme** on a theme ‘**NVIVO Software for Qualitative Research**’ conducted by **IIMS – 2021**
5. Attended a Six days online **Faculty Development Programme** in management on a theme ‘**Outcome Based Education**’ conducted by **BVIMR – 2021**
6. Attended a One week **Faculty Development Programme** in management on a theme ‘**Usage of Technology in Covid-19**’ conducted by **Terna Engineering College – 2020**
7. Attended Two days **Faculty Development Programme** in management on a theme ‘**Research Paper Writing and Publication in Quality Journals**’ conducted by **Bharati Vidyapeeth University – 2020**
8. **AIMS** sponsored One week **Faculty Development Programme** in management on a theme ‘**Research Methodologies & Data Analytics using SPSS & R**’ conducted by **Sanskriti School of Business – 2020**
9. **IQAC, R & D Cell** organized Four days **Faculty Development Programme** in management on a theme ‘**Research, Funding Projects & IPR**’ conducted by **K.C. College of Engineering & Management Studies & Research – 2020**
10. Department of Management studies organised Three days **Faculty Development Programme** in management on a theme ‘**Financial Modelling using EXCEL**’ conducted by **Gayatri Vidya Parishad College – 2020**
11. Attended Three days **Faculty Development Programme** in management on a theme ‘**Research Methodology: Tools & Techniques** ’ organised by **Inspira Research Association & LBS PG College – 2020**
12. Attended one week **Faculty Development Programme** in management on a theme ‘**Inclusive Research Methods** ’ organised by **Kristu Jayanti College – 2020**
13. **AIMS** sponsored Two days **Faculty Development Programme** in management on a theme ‘**Advanced statistical Data Analysis with SPSS**’ conducted by **Sanskriti School of Business – 2020**
14. Attended Four days **Faculty Development Programme** in management on a theme ‘**Academic Enhancement on Research Methodology**’ organised by **Inspira Research Association – 2020**

### Webinars/Seminars

1. Webinar attended on ‘**Virtual teaching with Google classrooms, Google Meet & Youtube** ’ organised by **Bharati Vidyapeeth University – 2020**
2. Attended webinar on a ‘**Role of Marketing in times of Pandemic**’ organized by **Mc Graw Hill– 2020**
3. Webinar attended on ‘**Indian Economy Post Covid 19**’ organised by **The Department of Commerce of Rajdhani College University of Delhi– 2020**
4. Attended webinar on a ‘**Roadmap to Higher Education – Post COVID’19**’ organized by **Gitarattan International Business School – 2020**

	<ol style="list-style-type: none"> <li>5. Attended webinar on ‘<b>Future of Online Education: Challenges and Opportunities</b>’ organized by Association of Indian Management Schools (AIMS)– <b>2020</b></li> <li>6. Attended webinar on a ‘<b>Institute – Industry Partnership Path Ahead</b>’ organized by K.C. College of Engineering &amp; Management Studies &amp; Research – <b>2020</b></li> <li>7. Attended webinar on ‘<b>Recent trends and challenges in Technology</b>’ organized by Oriental University, Indore– <b>2020</b> Webinar attended on ‘<b>Action Learning Through Simulations</b>’ organised by Humanlinks Learning Pvt. Ltd.– <b>2020</b></li> </ol>
<b>Books/Books Chapter/Review</b>	<p><b><u>Publication of Book</u></b></p> <ul style="list-style-type: none"> <li>• <i>Mobile Based Marketing Practices in Indian Context</i>, bearing ISBN 9786200116505 published by Lambert Academic Publishing, Germany.</li> </ul> <p><b><u>Patent</u></b></p> <ul style="list-style-type: none"> <li>• <i>Mobile Based Marketing Practices in Indian Context</i>, bearing Patent Application no. : 202011004924.</li> </ul> <p><b><u>Research Paper Published in Edited Books</u></b></p> <ol style="list-style-type: none"> <li>1. “<i>An Empirical Study of Mobile Based Marketing Practices in Selected Banks</i>” in the book titled “<i>Management in the New Millennium, published by Bloomsbury Publications- 2017</i>”</li> <li>2. “<i>Study of Millennial Banking Behaviour towards Mobile Banking Apps</i>” in the book titled “<i>Marketing Magic For Millennials</i>” , published by Bloomsbury Publication - 2017</li> <li>3. “<i>Role of Digital Banking in Rural Development</i>” in the book titled “<i>Rural Development: Trends, Opportunities and Challenges in 21<sup>st</sup> Century</i>” published by PCE Trust, Pune- 2016</li> <li>4. “<i>Promotional Mobile Messages by Banks From The Lens of Branding</i>” in the book titled “<i>Contemporary Issues and Challenges in Management and Decision Sciences</i>” by GBU, India- published by Excellent Publishing House- 2016</li> <li>5. “<i>Consumer Behavior towards Promotional Mobile Messages among Management Graduates in Delhi – NCR</i>” in the book titled “<i>Contemporary Issues in Business &amp; Economy</i>” by FIIB, India- published by Regal Publications- 2016</li> </ol>
<b>Case Study</b>	<ol style="list-style-type: none"> <li>1. “<b>INDO Home Appliances Ltd : Looking for Marketing Growth</b>” in International Case Conference (Katastasi) published by Bloomsbury ISBN no : 9789389714920 conducted by FIIB; India – 2020</li> </ol>
<b>Research Projects</b>	<ul style="list-style-type: none"> <li>• Guided more than <b>250 Research Projects at Undergraduate Level and more than 200 projects at Post Graduate Level.</b></li> </ul>
<b>Other Achievements</b>	<p><b><u>Research Paper Presentations in National Seminars</u></b></p> <ol style="list-style-type: none"> <li>1. Presented a paper on “<b>The impact of online Shoppers to price and Quality: A survey study in Delhi-NCR</b>” in National Online Management Conference conducted by BVIMR, 2021</li> </ol>

2. Presented a paper on “**A Study of Consumer Behavior while using Mobile Banking Apps**” in National Conference conducted by **Computer Software Institute, Saket, New Delhi.**

#### **Research Paper Presentations in International Seminars/Conferences**

1. Presented a paper on “**Consumer Behavior Shifts caused by Covid-19 Pandemic**” in Virtual International Management Conference conducted by **Jims, 2021**
2. Presented a paper on “**A Study of Consumer Behavior towards Digital Marketing – Factor Analysis**” in Virtual International Management Conference conducted by the **Jain School of Commerce, 2021**
3. Presented a paper on “**Indian Digital Wallet – An empirical approach for usage**” in International Online Management Conference conducted by the **IIMs Bodh Gaya Management conference, 2021**
4. Presented a paper on “**Innovative Marketing and Consumer Behavior**” in International Online Management Conference conducted by **The North Cap University, 2021**
5. Presented a Case on “**INDO Home Appliances Ltd : Looking for Marketing Growth**” in International Conference on Management Cases Conducted by **FIIB, India – 2020.**
6. Presented a paper on “**Exploring Digital Transactions for Sustainable Economy- A Comparative Analysis between UPI and Paytm**” in International Online Management Conference conducted by **Green Valley College of Education, 2020**
7. Presented a paper on “**An Exploration of Digital Wallets for Sustainability- A Factor Approach**” in International Management Conference conducted by **Shri Mata Vashino Devi University, Jammu and Kashmir, 2019**
8. Presented a paper on “**An Exploration of Digital Wallets for Sustainability- A Factor Approach**” in International Management Conclave conducted by **Rukmini Devi Institute of Advanced Studies, New Delhi, 2018**
9. Presented a paper on “**Consumer Decision making for Banking services**” in International Management Conference held at Dr. S. Sathianandhan Conference Hall, National YMCA Hostel, Jai Singh Road, Delhi- 110001, 2018.
10. Presented a paper on “**An Empirical Study of Mobile Based Marketing Practices in Selected Banks**” in International Management Conference conducted by **FIIB Delhi, CEREN, Burgundy School of Business, Dijon, France & Uniglobe College, Kathmandu, Nepal, 2017**
11. Presented a Paper on “**Promotional Mobile Messages by Banks from the Lens of Branding**” in International Conference on Advances in Management & Decision Sciences, organized by **Gautam Budha University, G.Noida on 16th July, 2016.**
12. Presented a Paper on “**Consumer Behavior towards Promotional Mobile Messages among Management Graduates in Delhi - NCR**” in International Conference on Business and Economy Conducted by **FIIB India -2016**

#### **CERTIFICATION**

1. Certification of **Financial Market Beginners Module** by NCFM
2. Certification of **Derivatives Market Dealers Module** by NCFM
3. Certification of **Capital Market Dealers Module** by NCFM

#### **Media Coverage/ Video Interview/Articles in Press/ Media/ Educational Websites**

1. **Malik. R---** Article--- “**Indian Luxury Marketing**” is published in **The ImpressiveTimes** – [http://www.impressivetimes.com/epaper\\_weekly/page03.html](http://www.impressivetimes.com/epaper_weekly/page03.html). , 24 November 2019



2. **Malik.R---Interview---**“DigitalMarketing” is published in **Amar Ujala** [https://spiderimg.amarujala.com/assets/images/epaper.amarujala.com/2019/11/24/img\\_5dda16aa896ef.jpg](https://spiderimg.amarujala.com/assets/images/epaper.amarujala.com/2019/11/24/img_5dda16aa896ef.jpg) , 24 November 2019
3. **Malik.R.** “Classical theory of Income and Employment”- <https://www.youtube.com/watch?v=aDYgEC-LWMA>
4. **Malik.R.** "Smith’s Absolute Cost Advantage Theory"- <https://www.youtube.com/watch?v=WvxMgTONIWQ>
5. **Malik.R---Interview---**“CareerConsultant” is published in **Amar Ujala** [https://epaper.amarujala.com/Ghaziabad/my-city/20191128/05.html?format=img&ed\\_code=ghaziabad](https://epaper.amarujala.com/Ghaziabad/my-city/20191128/05.html?format=img&ed_code=ghaziabad) , 27 November 2019
6. **Malik. R – Interview ---** “ Mentoring by sharing own experiences ” is published in **Amar Ujala** [https://epaper.amarujala.com/ghaziabad/20191204/01.html?format=img&ed\\_code=ghaziabad](https://epaper.amarujala.com/ghaziabad/20191204/01.html?format=img&ed_code=ghaziabad) , 4 December 2019
7. **Malik. R – Interview ---** “Career Consultant” is published in **Amar Ujala** [https://epaper.amarujala.com/Ghaziabad/my-city/20200112/05.html?format=img&ed\\_code=ghaziabad](https://epaper.amarujala.com/Ghaziabad/my-city/20200112/05.html?format=img&ed_code=ghaziabad) , 11 Jan 2020
8. **Malik. R --- All India Coverage ---** “ Careers in Marketing ” is published in **AmarUjala** [https://epaper.amarujala.com/ghaziabad/20200203/02.html?format=img&ed\\_code=ghaziabad](https://epaper.amarujala.com/ghaziabad/20200203/02.html?format=img&ed_code=ghaziabad) , 3 February 2020
9. **Malik. R. “Time Management in the Wake of COVID-19”** as a speaker for **Costume 360** <https://www.youtube.com/watch?v=uMkhr9L7fso&t=2s>  
<https://www.youtube.com/watch?v=PGGNtyDB24M>
10. **Malik. R --- All India Coverage ---** “ Careers in Digital Marketing ” is published in **AmarUjala** ,[https://epaper.amarujala.com/delhi-city/20200327/01.html?format=img&ed\\_code=delhi-city](https://epaper.amarujala.com/delhi-city/20200327/01.html?format=img&ed_code=delhi-city) ,27 March 2020
11. **Malik. R – Interview ---** “Career Consultant” is published in **Amar Ujala** <https://epaperwmimg.amarujala.com/2020/06/19/dl/06/hdimage.jpg> , 19 June 2020
12. **Malik. R – Interview ---** “Career Consultant” is published in **Amar Ujala** [https://epaper.amarujala.com/delhi-city/20210323/01.html?format=img&ed\\_code=delhi-city](https://epaper.amarujala.com/delhi-city/20210323/01.html?format=img&ed_code=delhi-city) , 23 March 2021, Pg 11

#### **ACADEMIC & WORK LAURELS**

1. **Certificate of Recognition/Appreciation** as a **Judge** for **ECOLEX – Online Debate Competition**, conducted by **BVIMR, New Delhi,2021**
2. **Certificate of Recognition/Appreciation** as a **Judge** for **ECOLEX – Online Poster Making Competition**, conducted by **BVIMR, New Delhi,2021**
3. **Certificate of Recognition/Appreciation** as a **Judge** for **ERISTICA – Online Debate Competition**, conducted by **BVIMR, New Delhi,2021**

4. **Certificate of Best Paper Award International Online Conference** conducted by **Green Valley College of Education, UGC CARE Journal,2020**
5. Book Titled “ **Mobile Based Marketing Practices in Indian Context**” available on **Amazon**
6. **Certificate of Recognition** as a **Speaker** for **Costume 360,2020**
7. **Certificate of Publication** in **IJM, Scopus Indexed Journal,2020**
8. **Represented** as a **Judge** in **RENA-TECH 2020**, conducted by **BVIMR, New Delhi,2019**
9. **Malik.R** , “**Digital Outreach in Indian Banks**” in the Souvenir by **Hon’ble P. M.**
10. **Represented** as a **Judge** in **Fresher’s Party, 2018** of **MERI**.
11. **Coordinated and Organized** different Cultural Programmes in **MERI College**.
12. **HOD** of B Tech stream in **MERI College**.
13. **Letter of Appreciation** by **S. B. Patil Institute Of Management , Pune** for Paper entitled “**Role of Digital Banking in Rural Development**” published in book “ **Rural Development : Trends, Opportunities And Challenges In 21<sup>st</sup> Century**”.
14. **Recipient of Best Paper Presentation ( Worth Rs 1000/-)** award in Marketing Track for Paper on “**Consumer Behavior towards Promotional Mobile Messages among Management Graduates in Delhi - NCR** ” in International Management Conference on Business and Economy Conducted by **FIIB, India -2016**
15. **Coordinated** various Seminars, Talent Hunts, Lecture Series and Guest Lectures on the behalf of the school.
16. Live Project in **ING Vysya bank , Regional Office** for **5 months** titled “**Retention strategies at ING Vysya Bank ( Comparative study)**”
17. Freelancer in **Teachwell Institute, Delhi**.
18. Live Project in **Bharti Axa Life Insurance Company** for **2 months** titled “**Recruitment Process of Life Advisors at Bharti AXA**”.
19. Proud Recipient of a **memento for outstanding performer** in **ING VYSYA Bank Limited. (2011)**

#### **Other Participation and Developments**

1. Participated in **HDEF Lockdown Virtual Run – 1.0 (Run at your Home)** campaign as a **Social Activist (Team Member)**, 2020.
2. **Participated and Successful Qualified** in **Marketing Management Quiz** by **AQJ Centre for PG Studies, 2020**
3. **Participated and Successful Qualified** in “**NBA Awareness Quiz**” by **Terna Engineering College, 2020**
4. Participated in **HDEF Green Helmet (Make INDIA Green through Plants and Trees)** campaign as a **Social Activist, 2020**.
5. Participated in **Training Program** conducted by **National Stock exchange** in June 2018, 2017, 2016.
6. Successfully completed a **live project** conducted by **HCL** on **ACTION LEARNING/LEADERSHIP SKILLS. (2011)**
7. Participated in **National Conference on New Trend in Social Media Marketing** held at **JIT University**.