



| DEGREE | INSTITUTION | MARKS | YEAR |
|---------------------------|--|--------|--------------------|
| Ph. D. (Marketing) | Dept. Of Commerce, Delhi School of Economics, University of Delhi | - | Currently Pursuing |
| Master of Philosophy | Dept. Of Commerce, Delhi School of Economics, University of Delhi dissertation title: <i>“User Adoption of Digital Payment Systems”</i> | 69.80% | 2018 |
| M. Com. | Shri Ram College of Commerce, University of Delhi | 79.12% | 2012-2014 |
| B. Com. (Hons.) | Shri Ram College of Commerce, University of Delhi | 73.29% | 2009-2012 |
| 12 th standard | Amity International School, Saket, New Delhi, CBSE | 90.00% | 2008-09 |
| 10 th standard | Vidya Niketan School, Saket, New Delhi, CBSE | 89.40% | 2006-07 |

| WORK EXPERIENCE | | | |
|-----------------|---|---|-----------------------|
| | Asst. Professor, Hansraj College, University of Delhi Asst. Professor, P.G.D.A.V. College, University of Delhi | 04 th January 2016– Present 05 th Aug.– 18 th Dec, 2015 | 5 years 4.5 months |

| CERTIFICATION | | | |
|---------------|---|-------------|-----------|
| | AMOS Structural Equation Modeling-Data Analytics) | IBS Gurgaon | Jan, 2015 |

ACADEMIC RESEARCH

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| Published Articles/ Research Papers | <p>Kanojia, P., Kanojia, V., & V., K. (2017, June). Digital engagement of customers: Enchanting the users. <i>Indian Streams Research Journal</i> ISSN: 2230-7850, 7(5), 11-17.</p> <p>Kanojia, P., & Khanna, S. R. (2016, January). Models of customer engagement: a review of literature. <i>Indian Streams Research Journal</i> ISSN: 2230-7850, 5(12), 60-69.</p> <p>Kanojia, P., & Rathi, K. (2016, February). Digital Transformation: A Step-by-step Approach towards Digitalisation of Organisations. <i>International Business Journals</i> ISSN 2348-4063(22), 11-28.</p> <p>Kanojia, P., & Verma, K. (2016, January). Role of entrepreneurship in Indian economy. <i>Tactful Management Research Journal</i> ISSN: 2319-7943, 4(4), 42-51.</p> |
| Chapters in Book | <p>Kanojia, P., & Lal, M. (2020). Impact of Trust on Customer Adoption of Digital Payment Systems. In T. Opati, & M. Gachukia (Eds.), <i>Impact of Mobile Payment Applications and Transfers on Business</i>. Hershey, PA, United States of America: IGI Global. doi:10.4018/978-1-7998-2398-8.ch002.</p> <p>Kanojia, P., & Ruchi. (2017). A review of electronic payments adoption in India. In D. o. Hansraj College, <i>Emerging Issues in Commerce and Business Management</i> ISBN 978-81-931842-9-5 (pp. 202-213). New Delhi, India: All Clear Publications.</p> <p>Kanojia, P. (2016). Role of self-management in modern organisational structures. In <i>Advanced Research in Commerce and Management</i> ISBN: 978-81-8484-588-4 (pp. 24-33). New Delhi, India: Regal Publications.</p> |
| Presented Research Papers | <ul style="list-style-type: none"> • “Role of Trust in Attitude and Intention to Use Electronic Payments” in 6th Annual International Commerce Convention on “Digital Outreach and Future of Marketing Practices” at Department of Commerce, Delhi School of Economics, University of Delhi: 11th-12th January, 2018 • “Governance of Digital Transformation” in 4th Annual International Commerce Convention on “Corporate Governance and CSR: Retrospect and Prospects” at Department of Commerce, Delhi School of Economics, University of Delhi: 18-19th December, 2015 • “Companies’ Digital Engagement of Customers” in UGC sponsored National Conference “Emerging Challenges and Opportunities in Business & Economic Environment” at Zakir Husain Delhi College (Evening), Dept. Of Commerce and Economics, University of Delhi: 3rd-4th November, 2015 • “Smart-phones as a tool for engaging customers digitally” in National conference on “Business Transformation in Contemporary World-Issue & Challenges” at Bharati College, Department of Commerce, University of Delhi published in Arthavaan (vol.1, no.1) ISSN 2455-0353: 31st October, 2015 |

FACULTY DEVELOPMENT PROGRAMS & WORKSHOPS ATTENDED

- Weekly Webinar Series- "Rendezvous with Information Systems Researchers", INAIS-CSITM, IIM-Bangalore: June-Sept.,2020
- Online workshop on "Techno-Pedagogy and Research Methodology" by Kalna College, West Bengal:17th-23rd July, 2020
- Webinar on 'Publishing Conceptual Papers' by Shaheed Bhagat Singh College, University of Delhi: 11th July, 2020
- Webinar on "Data Science: Big Data Analytics" by Dept. of Computer Science, Asansol Girls' College: 02nd July, 2020
- Online Training on "Bibliometric Analysis", Connecting Asia, Universiti Teknologi Malaysia: 20th June, 2020
- Webinar on "How to publish and succeed with open access publications", IIT Delhi: 10th June, 2020
- Online training on "Data Science & Role of Technology" by NIDM, Ministry of Home Affairs, Govt. of India: 09th June, 2020
- Online Development Prog. on "Mindsets, knowledge-sets & skill-sets for 21st Century", SRCC: 27th May-03rd June, 2020
- Online workshop on Web of Science and Endnote by Guru Nanak Dev University, Amritsar: 20th May, 2020
- Online workshop on "Data Visualisation Techniques using TABLEAU" by Kigyan School of Data Science: 18th May, 2020
- Webinar on "Migration Matters", Jesus and Mary College, University of Delhi: 15th May, 2020
- Online workshop of Indian Citation Index Database, Tagore Library, University of Lucknow: 11th May, 2020
- Webinar on "An Effective Research Paper Writing Skills", Bhagwan Mahavir University, Gujarat: April 13th-16th, 2020
- One day FDP on "National workshop on Financial Management", Guru Angad Dev Teaching Learning Centre of MHRD, SGTB Khalsa College University of Delhi: 18th July, 2019
- One day FDP on "National workshop on Voice Culture and Voice Modulation", Guru Angad Dev Teaching Learning Centre of MHRD, SGTB Khalsa College University of Delhi: 7th March, 2019
- One week FDP on "Evolving Paradigms in Commerce Education and Management Research", Department of Commerce, Hansraj College, University of Delhi: 28th April-4th May, 2017
- FDP on Financial Literacy, Department of Economics & IQAC, Hansraj College, University of Delhi: 23rd March, 2017
- Seminar on "Goods and Services Tax", Hansraj College, University of Delhi: 15th February, 2017
- FDP on "Research Data Analysis using Excel and SPSS", Hansraj College, University of Delhi: 16th November, 2016
- Seminar on "Social Marketing", Hansraj College, University of Delhi: 29th September, 2016
- FDP on "e-filing of income tax return", SGTB Khalsa College: August 6th, 2016
- FDP on "Understanding Consumer Behavior", FORE School of Management, New Delhi: 17th -18th December, 2015
- National FDP on "Reflections on Emerging Pedagogy in Higher Education and Qualitative Research", Department of Commerce, Ramanujan College, University of Delhi: 18th -24th November, 2015
- FDP on "Data Analysis for Social Sciences", Sri Aurobindo College, University of Delhi: 17th October, 2015
- Two day Management Development Programme on "Structural Equation Modeling using IBM Amos & Smart PLS, IBS Gurgaon: 31st January-1st February, 2015

ORGANIZING/VOLUNTEERING/ADMINISTRATIVE ACTIVITIES

- Member, SC/ST Cell, Hansraj College(2020-21); North-East Cell, Hansraj College(2020-21); The Internship Cell, Hansraj College(2018-19); Equal Opportunity Cell, Hansraj College(2017-18)
- Member, Editorial Board, De Facto Magazine, Commerce Society, Department of Commerce, Hansraj College:2016-17
- Organizing committee, one week FDP on "Evolving Paradigms in Commerce Education and Management Research", Department of Commerce, Hansraj College: 28th April-4th May, 2017
- Member, Organizing Team of National Seminar, Hansraj College, University of Delhi: 7th January 2017
- Member, Organizing Team of Seminar on "Goods and Services Tax", Hansraj College: 15th February, 2017

DISTINCTIONS & EXTRA CURRICULAR ACTIVITIES

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| ACADEMIC | <ul style="list-style-type: none"> • Recipient of Junior Research Fellowship by UGC (NET-JRF exam): Net-Dec 2013 • Cleared CS Executive level from ICSI: 2012 |
| CULTURAL | <ul style="list-style-type: none"> • Participated in "Creative Drama Workshop" Hansraj College: 2nd to 20th January, 2017 • Participated in "Creative Arts Workshop" Hansraj College: 29th March to 11th April, 2016 • Member, Rotaract Club, Department of Commerce, Delhi School of Economics: 2013 to 2015 • 2nd Runner up, Inter-College Nukkar Natak Competition, Department of Commerce, Delhi School of Economics: 20th October, 2012 • Won third position in "Prove a Point" PowerPoint presentation competition organized by Pearl Academy of Fashion : 2010 |
| INTERNSHIPS | Twenty19.com (Social Media, online internship program):2014; NTPC Ltd. (Finance Department): 2011 |

POSITION OF RESPONSIBILITY

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| Convener (in Hansraj College) | Entrepreneurial Cell (2018-21); Rotaract Club, HRC (2019-21); NEENV HRD Cell (2019-20) |
| Coordinator | Organised one day workshop on "Soft Skill Development in New Age Teaching" under PMMMNMTT at Hansraj College, University of Delhi: 19 th October, 2019 |
| Vice President, Rotaract Club, DoC, Delhi School of Economics | Spearheaded various social cause projects-TEACH, BACHPAN, Rotary Adult Literacy Program & imparted trainings to conduct workshops in schools & local community: 2015 |