



## PUNITA DUHAN

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### Educational Qualifications:

- Pursuing Ph. D. on **“Influence of Social Media on Consumer Behaviour”** from Institute of Management Studies, Banaras Hindu University, Varanasi, India. Obtained first class in course work and topped the University.
- M.B.A. from Kurukshetra University, Kurukshetra, Haryana, India in 1<sup>st</sup> Division in 1996
- National and State Level Eligibility Test for Lectureship in Management
- M.A. (English Literature) from Kurukshetra University, Kurukshetra in 2<sup>nd</sup> Division in 1994
- B.Sc. (Computer Science) from Kurukshetra University, Kurukshetra in 1<sup>st</sup> Division in 1992

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### Teaching Experience: (December 1996 To Date)

Approximately 19 years of experience to teach Post Graduate classes (M.B.A. and M.Com.) and Under-Graduate Classes (BBA & Diploma) at Department of Management, Kurukshetra University, Institute of Management & Technology, Faridabad, University Business School, Panjab University, Chandigarh, Bhai Parmanand Institute of Business Studies, D.T.T.E., Govt. of Delhi, Delhi and Meera Bai Institute of Technology, D.T.T.E., Govt. of Delhi, Delhi.

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### Publications:

#### Book(s):

1. Singh, A., & Duhan, P. (2016). Managing Public Relations and Brand Image through Social Media (pp. 1-353). Hershey, PA: IGI Global. DOI: 10.4018/978-1-5225-0332-3

#### Papers:

1. Singh, A. & Duhan, P. (2012). Applicability of QR Code (An Interactive M-Commerce Tool) in Indian Business: An Exploration. *Pacific Business Review International* (ISSN: 0974-438X), 4 (4), 60-72.
2. Duhan, P., & Singh, A. (2013). Social Media: A Paradigm Shift in Integrated Marketing Communication. *Integral Review: A Journal of Management*, 6(2), 1–12.

3. Duhan, P., & Singh, A. (2013). Impact of Usefulness, Ease of Use, Enjoyment, Attitude And Subjective Norms on Behavioural Intentions And Adoption of Virtual Communities: An Empirical Study. *Journal of IMS Group*, 10(02), 19–31.
4. Duhan, P. & Singh, A. (2014). Adoption of Unified Theory of Acceptance and Use of Technology Model in Social Networking Sites: An Empirical Study. *The Journal of Business and Management (ISSN No. 2350-8868)*, 4(1), 20-34.
5. Duhan, P. & Singh, A. (2014). Virtual Communities' Antecedents & Marketing Dynamism: An Empirical Study of Tourists Visiting Varanasi. *Journal of Direct, Data and Digital Marketing Practice*. 16 (2), 115–127. doi:10.1057/dddmp.2014.47
6. Duhan, P. & Singh, A. (2014). Enterprise 2.0: A Bane or Boon for Entrepreneurial and Innovative Expenditures? *Journal of Innovation and Entrepreneurship* (A Springer open journal) 2014 3:15. doi:10.1186/s13731-014-0015-z . <http://www.springer.com/4/fbfe2a76951547d4a28bf95af1f6648b> (volume 3, issue 1)
7. Duhan, P. & Singh, A. (Accepted for publication). Enhancing Customer Experience through SNS Communication Touch Points: A Study in Indian Context. In P. Dasgupta, & D. K. Batra (Eds.) *Innovative Brand Building Strategies through Digital Marketing*. Sage publications.

#### Chapters:

1. Duhan, P. & Singh, A. (2015). Facebook vs. Google+: An Empirical Investigation of Brand Experience to resolve Marketers' Dilemma. In S. Mittal, M. Handa & S. Bansal (Eds.), *Marketing in a Changing and Connected World* (pp. 33-46). GGSIP University, New Delhi: Bloomsbury. (ISBN- 978-93-84898-84-7). Ch03
2. Duhan, P., & Singh, A. (2016). Facebook Experience Is Different: An Empirical Study in Indian Context. In S. Rathore, & A. Panwar (Eds.) *Capturing, Analyzing, and Managing Word-of-Mouth in the Digital Marketplace* (pp. 188-212). Hershey, PA: Business Science Reference. doi:10.4018/978-1-4666-9449-1.ch011
3. Duhan, P. & Singh, A. (2016). Facebook v/s Twitter: An Empirical Investigation to Locate More Effective Marketing Implement. In R. Farooqi (Eds.) *Marketing in Emerging Economies* (pp. 253-270). Jamia Milia Islamia University, New Delhi: Manakin Press. (ISBN- 978-93-84370-46-6). ch 022
4. Gupta, S., Singh, A. & Duhan, P. (2016). Social Media and Business: In Search of Missing Links. In A. Singh, & P. Duhan (Eds.) *Managing Public Relations and Brand Image through Social Media* (pp. 255-264). Hershey, PA: Business Science Reference. doi:10.4018/978-1-5225-0332-3.ch013

#### Course Material(s):

1. Developed Self-instructional study material on **Attitudes and Values in Office Management (Unit 2, Block 3- Human Side of Office Management) & Personality and Behavioral Skills (Unit 2, Block 4-Secretary and Secretarial Procedures in Office)** for Bachelor of Education (Vocational Education and Training) B.Ed. (VE &T) programme, IGNOU, Delhi for Attitudes and Values in Office Management & Personality and Behavioral Skills.

2. Developed curriculum and study material, based on National Occupation Standards, for Retail Sales Associate (level 4 ) and Retail Store Operator Courses for National Institute of Open Schooling.

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### Seminars/Conferences/ Paper Presentation:

#### International:

1. Presented a Paper on **Ambitious UID-Aadhar Program: Next Generation Business Intelligence of Behavioural Marketing** in International Conference on **Business Intelligence: An Alignment of IT & Management** organized by IMT, Faridabad on April 09, 2011. The paper was highly acclaimed in the conference and was awarded a merit certificate.
2. World Congress on **Business, Finance, Marketing and Industrial Management for Sustainable Development** organized by Krishi Sanskriti at Jawaharlal Nehru University, Delhi on May 25 and 26, 2013.
3. Presented a Paper on **IMPACT OF USEFULNESS, EASE OF USE, ENJOYMENT, ATTITUDE AND SUBJECTIVE NORMS ON BEHAVIOURAL INTENTIONS AND ADOPTION OF VIRTUAL COMMUNITIES: AN EMPIRICAL STUDY** in International Conference on Research in Marketing (ICRM 2013) at Department of Management Studies, I.I.T., Delhi organized by Curtin University, Australia, I.I.T., Delhi and XLRI on December 21 and 22, 2013.
4. Presented a Paper on **Factors Affecting Indian Users' Espousal of Social Media: An Empirical Study in Marketing Context** in International Conference on Recent Advances in Cognition and Health (ICRMACH-2014) at Department of Psychology organized by SAP-DRS-1, Department of Psychology, Banaras Hindu University, Varanasi from January 23, 2014 to January 25, 2014.
5. Presented a Paper titled **Adoption of Social Technologies in Business Organizations: A Shakespearean Dilemma** in the International Conference on **Emerging Paradigms in Management in the Era of Globalisation** at Maharaja Surajmal Institute (affiliated to Guru Gobind Singh Indraprastha University), Janak Puri, New Delhi on March 01, 2014.
6. Presented a Paper titled **Managing Enterprises Using Innovative Approaches of Social Media: An Exploration** in the International Conference on **Technological and Management Advances in the New Age Economy: An Industry Perspective** at Mangalmay Institute of Management & Technology, Greater Noida, Delhi NCR on March 01, 2014.
7. Presented a Paper titled **Tapping Markets through Social Networking Sites: Multivariate Analysis of Select Factors** in the Global Conference on **Managing in Recovering Markets** at Management Development Institute (MDI), Gurgaon, India Organized by MDI, Gurgaon, India, Australian Centre for Asian Business, University of South Australia, Adelaide, Australia and Faculty of Economics & Business, University of Maribor, Maribor, Slovenia from March 05, 2014 to March 07, 2014.
8. Presented a Paper titled **Virtual Communities' Dynamism & Marketing Implications: An Empirical Study** in the International Conference on **Emerging Trends in Global Management**

**Practices- An Interdisciplinary Approach** at Symbiosis Centre for Management Studies (SCMS), Noida from March 07, 2014 to March 08, 2014.

9. Presented a Paper titled **Enhancing Customer Experience through SNS Communication Touch Points: A study in Indian Context** as part of the track Mobile and Social Media Networking in International Conference on **Innovative Brand Building through Digital Marketing** organized by International Management Institute, New Delhi between 29/01/2016 and 31/01/2016.
10. Presented a Paper titled **Facebook v/s Twitter: An Empirical Investigation to Locate More Effective Marketing Implement** in International Conference on **Marketing in Emerging Economies** organized by Centre for Management Studies, Jamia Millia Islamia, New Delhi on 18/02/2016.

#### **National:**

11. National Seminar on **Quality System ISO-9000** organized by Institute of Management & Technology, Faridabad in 1997.
12. National Seminar on **Brand Management** organized by Institute of Management & Technology, Faridabad in 1998.
13. National Seminar on **Contemporary Issues in Management** organized by Sri Guru Teg Bahadur Khalsa College, University of Delhi on February 23, 2010.
14. National Conference on **Quality Management** organized by University School Of Management Studies, Guru Gobind Singh Indraprastha University, Delhi on February 26, 2010.
15. Presented Seminar Paper on **Strategic Management In Global Competitiveness** in Refresher Course in Commerce and Management conducted by Academic Staff College, Jamia Millia Islamia University, New Delhi from November 29, 2010 to December 21, 2010.
16. National Seminar on **Globalization & Indian Economy** organized by Sri Guru Teg Bahadur Khalsa College, University of Delhi on March 09 & 10, 2011.
17. National Conference on **Excellence in Higher Education** organized by Department of Management Studies, IIT, Delhi from April 01, 2011 to April 03, 2011.
18. National Seminar on **Human Capital - The Most Important HR Sources for the New Millennium** organized by Bhai Parmanand Institute of Management Studies, Government of NCT of Delhi on November 18, 2011.
19. National Seminar on **Financial Crisis and Indian Economy** organized by Sri Guru Teg Bahadur Khalsa College, University of Delhi on March 03, 2012.
20. Presented a Paper on **QR Code: An Interactive M-Commerce Tool** in National Seminar on **Innovations in Marketing** organized by University Business School, Punjab University, Chandigarh on March 07, 2012.
21. National Seminar on **Internet Security** organized by Bhai Parmanand Institute of Management Studies, Government of NCT of Delhi on March 22, 2012.
22. National Seminar on **Knowledge Management - The Fuel for Innovation** organized by Bhai Parmanand Institute of Management Studies, Government of NCT of Delhi on March 23, 2012.

23. Presented a Paper on **Social Media: A Paradigm Shift in Integrated Marketing Communication** in National Conference of Marketing Scholars and Practitioners on **Emerging Trends, Opportunities, and Challenges** organized by Apeejay School of Management, New Delhi on May 10, 2013.
24. Presented a Paper on **Enterprise 2.0: A Bane or Boon for Entrepreneurial and Innovative Expenditures?** in National Conference on Management and Technology for Skill Development: Innovative Approaches (SKILLCON) at School of Management Sciences (SMS), Varanasi on February 22 and 23, 2014.
25. Presented a Paper titled **Virtual Communities 'Espousal: an Edge for Marketing** in National Conference on **Emerging Trends in Management** organized by Institute of Management Studies and Research, Maharishi Dayanand University, Rohtak on February 28, 2014.
26. Presented a Paper titled **Ascertaining The Motives Of Web 2.0 Users': A Study In Marketing Context** in the National Conference on **Global to Local: Issues, Challenges and Opportunities in Business** organized by School of Business Studies, Sharda University, Greater Noida on March 14, 2014.
27. Presented a Paper titled **Consequences of Social Media Usage on Happiness: an Exploration** in the National Seminar on **Challenges and Prospects of Indian Culture in Present Times** organized by Department of Sociology, Banaras Hindu University, Varanasi and sponsored by Indian Council of Social Science Research, New Delhi on March 29 and March 30, 2014.
28. Presented a Paper titled **Effectiveness of Consumer Protection Initiatives In India** in the National Seminar on **Legal Protection of Consumers in A Global Economy- Recent Approaches and the Way Forward** organized by Faculty of Law, Banaras Hindu University, Varanasi in collaboration with The Centre for Consumer Studies, IIPA, New Delhi on March 29 and March 30, 2014.
29. Presented a Paper titled **Role of Social Media in e-Library Management: An Appraisal** in National Conference on **Role of Libraries in Indian Culture and Management** organized by University College of Science, Mohanlal Sukhadia University under Joint auspices of Muni Gyansagar Ji Maharaj 25<sup>th</sup> Initiation Ceremony committee Shrut Samvardhan Sansthan, Meerut, in association with Intellectuals Society for Socio-Techno Welfare, Ghaziabad on April 11 and April 12, 2014.
30. Presented a Paper titled **Are Experiences of Facebook, Google+, LinkedIn and Twitter Unalike? An Empirical Investigation** in 7<sup>th</sup> Annual National Conference on **Business and Management** organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar on 12/02/2015 and 13/02/2015.
31. Presented a Paper titled **Social Media Experiences: Some Marketing Takeaways** in 2<sup>nd</sup> National Seminar on **Technology, Innovation and Entrepreneurship** organized by Department of Management Studies, Deenbandhu Chhotu Ram University of Science & Technology, Murthal (Sonapat) on 17/03/2015.
32. Presented a Paper titled **Facebook vs. Google+: An Empirical Investigation of Brand Experience to Resolve Marketers' Dilemma** in National Marketing Conference 2015 on

**Marketing in a Changing and Connected World** organized by University School of Management Studies, Guru Gobind Singh Indraprastha University, Delhi on 20/03/2015.

33. Delivered an Expert Talk on **Socio-Digital Technologies: From Digital Disruption to Reinvention of Enterprises** in National **Seminar on New Age Business Drivers** organized by University Business School, Punjab University, Chandigarh on March 28<sup>th</sup>, 2016.

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**Expert Lectures:**

1. Delivered Expert Lecture on “Career Guidance Programme” at Guru Nanak Dev Polytechnic, DTTE, Govt. of NCT of Delhi on 24/04/2011.
2. Delivered an Expert Talk on **Socio-Digital Technologies: From Digital Disruption to Reinvention of Enterprises** in National **Seminar on New Age Business Drivers** organized by University Business School, Punjab University, Chandigarh on March 28<sup>th</sup>, 2016. Also, co-chaired one technical session in the seminar.
3. Delivered talk on Communication, Handling mail and Appointments and Business correspondence on Mukat Vidyawani, a web radio/ internet radio Programme of National Institute of Open Schooling.

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**Journal(s) Associations:****Editorial:**

- Member Editorial Board **Global Journal of Enterprise Information System** ISSN(Online):0975-1432, ISSN (Print): 0975-153X
- Editor of International Journal of Marketing & Financial Management of **Academic Research in Science, Engineering, Art and Management (ARSEAM) Foundation**
- Member Editorial Board , Enriched Publications Private Limited ([www.enrichedpub.com](http://www.enrichedpub.com)), which is publishing various National & International Journals in Management, computer Science, Information Technology, Electrical and Electronic Engineering, Civil Engineering, Mechanical Engineering, Science and Technology, Architecture, Agriculture & Biotechnology

**Reviewer:**

- Reviewer for **Journal of Innovation and Entrepreneurship** (a Springer open Journal)
- Reviewer for the book Rathore, S. & Panwar, A. (2016). *Capturing, Analyzing, and Managing Word-of-Mouth in the Digital Marketplace*. Hershey, PA: Business Science Reference. doi:10.4018/978-1-4666-9449-1.

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**Programmes Organized:**

1. One day Investor Awareness Program on **Investment Opportunities in Capital Market** sponsored by Investor Education and Protection Fund, Ministry of Corporate Affairs and conducted by The Institute of Company Secretaries of India on February 14, 2012 in Bhai Parmanand Institute of Business Studies, Govt. of Delhi.
2. One day Investor Awareness Program on **Recent Developments in Capital Market** sponsored by Investor Education and Protection Fund, Ministry of Corporate Affairs and conducted by The

Institute of Company Secretaries of India on April 24, 2012 in Meera Bai Institute of Technology, Govt. of Delhi.

3. One day National Seminar on **Digital Practices: Influences and Implications for Organizations** at Bhai Parmanand Institute of Business Studies on October 16, 2015.

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### **Training Programmes:**

1. UGC sponsored **Foreign Trade Procedures and Practices** organized by University Business School, Panjab University, Chandigarh from March 15, 1999 to March 21, 1999.
2. **Orientation Course** organized by Academic Staff College, Panjab University, Chandigarh from March 03, 2000 to March 30, 2000.
3. **Induction Programme for Newly Recruited Teachers** conducted by Technical Teachers' Training Institute (T.T.T.I.), Chandigarh from January 07, 2002 to January 25, 2002.
4. Short Term Training Programme on **Planning and Conducting Survey Research** conducted by Technical Teachers' Training Institute (T.T.T.I.), Chandigarh from January 13, 2003 to January 17, 2003.
5. **Faculty Development Programme for Entrepreneurship** sponsored by Govt. of India, Ministry of Science and Technology, conducted by National Foundation of Indian Engineers from December 08, 2003 to December 20, 2003.
6. Short Term Course on **Intellectual Property Rights** conducted by National Institute of Technical Teachers' Training and Research (NITTTR) (formerly T.T.T.I.), Chandigarh from January 28, 2004 to January 30, 2004.
7. Faculty Development Programme on **Entrepreneurship Development and Individual Counseling Techniques** sponsored by Department of Science and Technology, Ministry of Science and Technology, Govt. of India and conducted by HARDICON Ltd. from February 12, 2004 to February 25, 2004.
8. Short Term Course on **E-commerce** conducted by National Institute of Technical Teachers' Training and Research (NITTTR), Chandigarh from June 27, 2005 to July 01, 2005.
9. **'SMARTRAIN'** conducted by Jetking from March 22, 2007 to March 24, 2007.
10. Short Term Course/Workshop on **e-Governance** conducted by National Informatics Centre, Department of Information Technology, Ministry of Communications & Information Technology, Government of India from August 06, 2007 to August 10, 2007.
11. Training Programme on **Right to Information Act, 2005** conducted by Directorate of Training (UTCS), Delhi on February 08, 2008.
12. Short Term Course on **Effective Curriculum Implementation** conducted by National Institute of Technical Teachers' Training and Research (NITTTR), Chandigarh from May 26, 2008 to May 30, 2008.
13. Short Term Course on **Certified Internal Auditor Training Programme** conducted by S.T.Q.C. from November 25, 2009 to November 29, 2009.
14. **Refresher course in Commerce and Management** conducted by Academic Staff College, Jamia Millia Islamia University, New Delhi from November 29, 2010 to December 21, 2010.

15. Short Term Course on **Latest Techniques in Environmental Pollution and Control** conducted by National Institute of Technical Teachers' Training and Research (NITTTR), Chandigarh from July 25, 2011 to August 05, 2011.
16. **Refresher course in Research Methodology in Social Sciences (Inter-disciplinary)** conducted by Academic Staff College, Guru Jambheshwar University of Science & Technology, Hisar from June 14, 2012 to July 04, 2012.
17. **Induction Training Programme through ICT** conducted by National Institute of Technical Teachers' Training and Research (NITTTR), Chandigarh from October 30, 2012 to November 03, 2012.
18. **Faculty Development Programme on Multivariate and Advance Data Analysis in Marketing** conducted by ABV- Indian Institute of Information Technology & Management, Gwalior (MP), India from September 27, 2013 to October 03, 2013.
19. **3<sup>rd</sup> LaTeX Training Programme-2013** conducted by DST-Centre for Interdisciplinary Mathematical Sciences (CIMS), Banaras Hindu University, Varanasi held on November 10, November 17, November 23 and November 24, 2013.
20. **Hands on Training Programme on 'MATLAB'** conducted by DST-Centre for Interdisciplinary Mathematical Sciences (CIMS), Faculty of Science, Banaras Hindu University, Varanasi held from 10/11/2014 to 16/11/2014.
21. **10<sup>th</sup> Refresher course in West Asian Studies (Inter-disciplinary)** conducted by Academic Staff College, Jamia Millia Islamia University, New Delhi from 16/12/2014 to 07/01/2015.

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#### Workshops:

1. Member Syllabus revision committee for Marketing discipline in University Business School, Panjab University, Chandigarh
2. Workshop on **Curriculum Revision of Diploma Programme in Modern Office Practices** for Haryana State on June 03 and 04, 2003 at Technical Teachers' Training Institute (T.T.T.I.), Chandigarh.
3. Workshop on revision of the course contents of the Paper Management(Quantitative Aptitude) of **Diploma Programme in Modern Office Practices (E) &(H)** for Delhi state at D.T.T.E., H.Q., Pitampura, Delhi.
4. Workshop on **Curriculum Revision of Diploma Programme in Modern Office Practices (E) & (H)** for Delhi state at D.T.T.E., H.Q., Pitampura, Delhi.
5. Workshop for **drafting syllabus of newly introduced course BBA(MOM) (Affiliated to GGSIP University, Delhi)** held at D.T.T.E., H.Q., Pitampura, Delhi. The syllabus has been implemented and course is running successfully in 02 institutions of Govt. of Delhi.
6. As Incharge BBA and Faculty of MBA attended various syllabus revision meetings in GGSIPU, Delhi.
7. Workshop for **preparing syllabus outline for National Open School based program on Retail Store Operator for 8<sup>th</sup> pass learners** organized by Vocational Education department of NIOS on 18th and 19th Dec. 2015.



8. One day Workshop on **Life Management** organized by Meera Bai Institute of Technology, D.T.T.E., Govt. of Delhi on 8<sup>th</sup> March, 2016.

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**Academic Allied Experience:**

- Member of Selection Board for Lecturers on Contract basis for the Mathematics, Physics, English & MOP discipline for Polytechnics under D.T.T.E., Govt. of Delhi
- Member selection board as Trade Expert for the subject of Employability Skill for the selection of Full time Contractual Instructors in ITIs/BTC, D.T.T.E., Govt. of Delhi
- Incharge BBA department in Meera Bai Institute of Technology
- Observer for Industrial Training Institute Examinations, D.T.T.E., Govt. of Delhi and CBSE
- Paper setter GGSIPU, Delhi for BBA and MBA courses and for D.G.E. & T., Ministry of Labour & Employment, Govt. of India for various vocational courses
- Member Board of Moderators, Directorate General of Training, Ministry of Skill Development & Entrepreneurship, Govt. of India

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**Administrative Experience:**

- Purchase Officer of the Institute during Financial Year 2005-06 & 2006-07 and budget consumption was up to 99% during the tenure.
- Drawing and Disbursing Officer of the institute from 2008 to 2012. Various audits were carried during the tenure and only 07 paras were framed. All the pending cases of pension, arrears, medical etc. were timely settled.
- Presiding Officer during Delhi State Election in Dec, 2003 and during General Elections to Lok Sabha, 2004 and EVM Master Trainer during General Election to the Delhi state Legislative Assembly 2008-09, General Elections to Lok Sabha 2009, Delhi state Legislative Assembly 2009 and MCD elections 2012.
- Member complaint committee of MBIT constituted under the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal ) Act, 2013
- Member RTI Cell and Worked as APIO
- Member Short Term Course Coordinating Committee

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**Skills:**

- Excellent Analytical, Communication and Presentation skills
  - Excellent Training, Instructing, Educating and Counseling skills
  - Self-motivated, Enthusiastic and Quick Learner
  - Flexible, Innovative and Open to New Ideas
  - Ability to Prioritize Work and Meet Deadlines
  - Strong Public Relations and Interpersonal skills
  - Ability to Work Independently and as a Team Member
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**REFERENCES AVAILABLE ON REQUEST**