

Manju Khosla

Department of Commerce

Gargi College, University of Delhi, India

Email: manju.khosla@gargi.du.ac.in

Present Designation: Professor

Educational Qualification: PhD (Marketing) from VBSPU, Jaunpur, Varanasi in 2009.

M.Com. (Accountancy) from BHU Varanasi in 2001.

B.Com. (H) from MGKVP Varanasi in 1999.

Others: UGC NET cleared in 2010

Work Experience:

- Professor (Permanent position since July 2025) at the Department of Commerce, Gargi College University of Delhi.
- Associate Professor (permanent position since July 2010) at the Department of Commerce, Gargi College, with a total teaching experience of approximately twenty years.
- Assistant Professor (Adhoc) at the Department of Commerce, SGND College, University of Delhi, 27th July 2010 to 2nd Dec. 2010.
- Worked as a Part-time Lecturer in Commerce (Self Finance Course) in Jagatpur P.G. College, Varanasi from Aug.2003 to Feb. 2006.

Areas of specialization/interest include:

- Marketing
- Accountancy

Research Grants Received:

University of Delhi Innovation Project Completed for work on “दिल्ली विश्वविद्यालय के कॉलेजों में भारत स्वच्छता अभियान का तुलनात्मक अध्ययन,” as Co-PI, (2015 – 2016)

Research Guidance:

Supervised students for Research Degrees:

M. Phil. - Ms. Rinky from University of Delhi, New Delhi, India, has awarded MPhil degree on ““E-relationship quality and its antecedents and consequences- an investigation in banking context.” August 2022.

PhD. - Ms. Rinky from University of Delhi, New Delhi, India, doing PhD under my Supervision from 2022.

Papers in Peer-reviewed Journals:

- Khosla, M. (2025). "Effectiveness Of Influencer Marketing In Building Relationships", *International Journal Of Advanced Research*, Vol. -13, Issue – 02, pp. 1976 – 1081.
- Khosla, M.(2025). "Digital storytelling - A powerful communication tool to connect with customers," *International Journal of Research in Marketing Management and Sales*, Vol. – 7, Issue – 1, pp. 242 – 247.
- Khosla, M. (2024). "A Better Consumer Understanding - A Neuromarketing Approach," *International Journal Of Scientific Research In Engineering And Management*, Vol. – 8, Issue – 12.
- Khosla, M. (2023). "Brand Positioning Strategies To Achieve Profitability And A Competitive Advantage," *International Journal Of Research Publication And Reviews*, Vol. – 4, pp. 3156 – 3161.
- Khosla, M. (2023). "A Bibliometric Analysis using Biblioshiny on Future of Artificial Intelligence in Digital Marketing", *ANWESH:International Journal of management & Information Technology*, Vol. – 8, Issue – 2, pp. 8.
- Khosla, M. (2023). "Digital Marketing Strategies - Search Engine Marketing (SEM), Search Engine Optimization (SEO), Social Media Marketing (SMM), *International Research Journal Of Modernization In Engineering Technology And Science*, Vol. – 5, pp. 25 – 28.
- Khosla, M. (2023). "Customer Satisfaction Of Mobile Phone Service Providers: A Study Of Students At The University Of Delhi, India," *International Journal Of Multidisciplinary Research*, Vol. – 5, pp. 1 – 28.
- Khosla, M. (2022). "Growth Of Women Workforce In Indian Corporate Sector - A Special Reference To The IT Sector," *International Journal Of Science Technology And Management*, Vol. – 11, pp. 100 – 106.
- Khosla, M. (2019). "Green And Sustainable Management Deciding Factor For Tomorrow's Business," *Journal Of Emerging Technologies And Innovative Research*, Vol. – 6, pp. 366 – 372.
- Khosla, M. (2018). "Challenges Faced By Female Researchers In Higher Educational Institutions In India," *International Journal Of Management Technology And Engineering*, Vol. – 8, pp. 20 – 26.
- Khosla, M. (2017). "Importance Of Cross Culture Skills In Management," *International Journal Of Research In Commerce Application & Management*, Vol. 2017, pp. 31 – 34.
- Khosla, M. (2012), "Corporate Social Responsibility - Issues And Challenges In India," *Hermeneutics*, 2012, Vol. – 2, pp. 24 – 28.
- Khosla, M. (2011), "Structured Canopy Of US Recession Percepting Positivity," *International Journal Of Research In Computer Application & Management*, Vol. - 8, pp. 93 – 96.
- Khosla, M. (2008), "Services Of Regional Rural Bank In India, ," *Anvikshiki*, Vol. - 7, 2008, pp. 23 – 30.
- Khosla, M. (2008). "Kisan Credit Card Scheme," *Anvikshiki*, Vol. – 6, 2008, pp. 41 – 45.

Publications:

Authored Book:

- Khosla, M. (Jan. 2024). "Brand Management, " *Galgotia Publishing Company*, New Delhi, 2024, ISBN: 978-93-90980-76-5.
- Khosla, M. (Sep. 2024). "Retail Management," *Galgotia Publishing Company*, New Delhi, 2024, ISBN: 978-93-90980-58-1.

Chapter in Edited Book:

- Khosla, M. (2016). "100% FDI In The Defence Sector - Good Or Bad?," FDI And Its Impact On Indian Economy, *FDI And Its Impact On Indian Economy*, pp. 147 – 153.

Papers Presented in International Seminars/Conferences/Workshops:

- Presented the paper at “Challenges Faced By Female Researchers In Higher Educational Institutions In India,” on 1st International Conference on Multidisciplinary Research, NIILM University, kaithal, Haryana, India, 4th August 2018.
- Presented the paper at "Fdi: India Vis-a-Vis China," on Eighth International Conference on India: Investment Destination, 01st January 2007.
- Presented the paper at “Structured Canopy of US Recession: Percepting Positivity,” on Eleventh International Seminar on “Global Meltdown or Recession: India vis-à-vis Rest of the World,” 04th January 2010.

Papers Presented in National Seminars/Conferences/Workshops:

- Presented the paper at “Logic of CRM in Regional Rural Banks for Long – Run Sustainability” MGKVP, VARANASI, 31st January 2009.
- Presented the paper at “A Bird’s Eye View on Kashi ‘Gomti Samyukt Gramin Bank” HCPG College, Varanasi, 05th April 2009.
- Presented the paper at “Services of Regional Rural Banks in India”. All India Commerce Conference, 27th December 2007.
- Presented the paper at “SEZ’S ECONOMICS VIS - A - VIS POLITICS, All India Commerce Conference, 27th December 2008.
- Presented the paper at “Rural Management,” All India Commerce Conference, 27th December 2008.
- Presented the paper at “India Needs – FDI in Retail Sector" National Seminar on Retailing In India: Emerging Trends National, 13th October 2007.
- Presented the paper at “Political Mobilisation of Women Towards Panchayati Raj Institution in India,” at National Seminar on Political Mobilization of Women towards Panchayati Raj Institution in India" Jaunpur, Varanasi, 13th February 2004.
- Presented the paper at “Merger & Acquisition in Global Scenario”, UGC National Seminar held at Kamla Nehru College, 17th August 2012.
- Presented the paper at “Business for sustainable Development” UGC National Seminar held at Jesus and Marry College, 16th February 2012.
- Presented the paper at “E Marketing In India- Challenges And Opportunities,” All India Commerce Conference Organized By University Department Of Commerce & Business Management, Vinoba Bhave University, Hazaribagh, 06th November 2015.

Invited as a Resource Person:

- As Resource person in Shaheed Rajguru College Of Applied Sciences For Women, University Of Delhi, New Delhi on “Emotional Marketing,” 10th July 2021.
- As Resource person in 1st International Conference on Multidisciplinary Research NIILM University, kaithal, Haryana, India, 04th August 2018.

Orientations/Refreshers/FDPs Completed:

- NEP Orientation and Sensitization Programme, 5th – 14th Aug. 2024, MMTTC, SRCC, University of Delhi.
- Webinar in (Latest Technologies of Artificial Intelligence in Digital Marketing), 2th Aug. 2023, Research Affairs Committee, Rajdhani College, University of Delhi
- FDP Vivekanand College, DU 07th June 2021 -13th June 2021, Vivekanand College, Department Of Commerce, DU.
- Refresher Course And College, DU 5th April 2021 - 17th April 2021 AND College, Department Of Commerce, DU
- FDP Hansraj College, DU 10th Feb. 2021 - 17th Feb. 2021 Department Of Commerce, Hansraj College, DU
- FDP CPDHE, DELHI 19th Jan. 2021 - 25th Jan. 2021, UGC,

- FDP-Research Methodology, JMI, New Delhi 04 Feb. – 09 Feb. 2019 UGC, HRDC.
- Special Winter School (Refresher Course) JMI, New Delhi 08 Dec.2015 - 30 Dec. 2015 UGC, HRDC
- Workshop CPDHE, New Delhi, 01 Sep.2015 – 08 Sep.2015 UGC, HRDC
- Refresher Course BPS, Women University, Haryana 18 May 2015 - 07 June 2015, UGC, HRDC
- Workshop CPDHE, NEW DELHI 22 May 2015, 23 May 2015, UGC, HRDC
- Orientation Course, JMI, NEW DELHI, 11 Nov., 2014 – 08 Dec., 2014, UGC, HRDC.

Skills:

- Computer Proficiency - Experience in MS Office, Tally, SPSS,

Membership of Professional Bodies / Societies:

- Member of Indian Commerce Association
- Member of Indian Accounting Association

Additional Professional/Administrative Roles

- **July 2025 to June 2026**
Member of Internal Quality Assurance Core Committee
Member of Screening Committee
Member of Sports Committee
Member of Study Leave Committee
Member of Women's Development Centre
Member of Pathfinder Committee
- **July 2024 to June 2025**
Member of Screening Committee
Member of Sports Committee
Member of Study Leave Committee
Member of Women's Development Centre
Member of Pathfinder Committee
Member of Outreach Committee (Departmental Level)
- **July 2023 to June 2024**
Member of Garden committee
Member of Library Committee
Member of Outreach Committee
Convenor of Result Analysis Committee (Departmental Level)
Member of Outreach Committee (Departmental Level)
- **July 2022 to June 2023**
Convenor of Women's Development Centre
Member of Garden committee
Member of Library Committee
Convenor of Result Analysis (Departmental Level)
- **July 2021 to June 2022**
Convenor of Women's Development Centre
- **July 2020 to June 2021**
Co-convenor of Women's Development Centre
Treasurer of Department of Commerce
- **July 2019 to June 2020**
Co-convenor of Women's Development Centre
Teacher-In- Charge Bachelors of Business Economics

- **July 2018 to June 2019**
 Convenor - Guidelines meeting of the paper Advertising & Personal Selling
 Convenor - Guidelines meeting of the paper Advertising & Personal Selling
 Teacher-In- Charge Bachelors of Business Economics
 Co-convenor of Women's Development Centre
- **July 2017 to June 2018**
 Co-convenor of Women's Development Centre
- **July 2016 to June 2017**
 Time Table Convenor of Department of Commerce
 Co-convenor of Women's Development Centre
- **July 2015 to June 2016**
 Co-convenor of Women's Development Centre
- **July 2014 to June 2015**
 Deputy Superintendent of Examination
 Member of Canteen Committee
 Member of Garden Committee
 Member of women's Development Centre
- **July 2013 to June 2014**
 Member of Canteen Committee
 Member of Garden Committee
 Member of Sports Admission Committee