

CURRICULUM VITAE

Dr. Sidhi Verma

Contact

Mob. No.: 7453063274

e-mail : sidhi.verma@gargi.du.ac.in

Personal Statement

My background as an academic and professional researcher self-motivates me to accomplish tasks. In consumer research establishing interaction is necessary to instigate conversation which is prime to my research goals. I am looking for new research targets, places and people to interact, converse and understand their behavior.

Educational qualification

Ph.D. (session 2017) submitted (2020) and awarded (2021), in **Management** from Gurukul Kangri University (Deemed to be), Haridwar and qualified **NET** in **Commerce** in 2017.

Thesis Topic: An analysis of consumer purchase behaviour in the context of green organic product consumption.

Educational Qualification				
Degree	Institute	Board University	Year	Division
Ph.D. (Management)	Faculty of Management Studies, Gurukula Kangri	Gurukul Kangri University (Deemed to be), Haridwar	Enroll in 2017 Submitted in 2020 Awarded in 2021	Awarded
NET (Commerce)	UGC	UGC	2017	- - - -
M.COM	S.M.J.N. P.G. College, Haridwar	HNBGU	2014-2016	I st division
B.COM	S.M.J.N. P.G. College, Haridwar	HNBGU	2011-2014	II nd division

Intermediate	Delhi Public School, Haridwar	CBSE	2011	II nd division
High school	Delhi Public School, Haridwar	CBSE	2009	II nd division

Workshops Attended

- Workshop on IPR Awareness and Plagiarism Detection Tool for Indian Languages at Kanya Gurukulcampus, Dehradun.
- Workshop on Research, Innovation, and Intellectual Property Rights at Kanya Gurukul Campus, Haridwar.
- 10 days ICSSR sponsored workshop in SPSS and Research and Methodology, organized by DoonUniversity, Dehradun.
- Workshop on Creating an Intellectual Property Culture Among Students of Higher Education at Facultyof Management Studies, Gurukul Kangri University (Deemed to be), Haridwar.
- Workshop on Career Within Career organized by Department of Management Studies, Kanya Gurukul Campus, Dehradun.
- Workshop on Five days Online Faculty Development Program on Data Analysis using R Studio organised by Intellectual Manch from May 27 , 2023, to May 31 , 2023.
- Workshop on Systematic Literature Review and Bibliometric Analysis, organised by Institute of Management, JKLU from April 1st and 2nd, 2023.
- Participated in Master in Data Analytics- R Studio for Beginners organized by Research Essentials on 16th March, 2025.

Papers Presented

- Presented paper entitled “**Antecedents of consumer purchase behaviour towards organic product: a conceptual study**” in 7TH National Conference on Implications of Management Theories on Literature, Education, Social Science and Cultural Issues, organized by Faculty of Management Studies, **Gurukula Kangri Vishwavidyalaya**, Haridwar.
- Presented paper titled “**Impact of environment knowledge and awareness and openness to experienceon green purchase behaviour: a mediation moderation analysis**” in International Conference on Knowledge and Policy for Sustainable Development: Global Lessons and Local Challenges, organized by**Guru Gobind Singh Indraprastha University**, New Delhi.
- Presented paper entitled “**Role of source credibility endorsements in greenwashing: a study in the state of Uttarakhand**” in International Conference on Sustainable Management (ICSM 2018), organized by **Indian Institute of Management (IIM), Kashipur**.
- Presented paper entitled “**Celebrity Footprint in Greenwashing**” in 4th National Conference on Recent Trends in Humanities, Technology, Management & Social

Development (RTHTMS 2K19), organized by KIET School of Management, Ghaziabad.

- Presented paper entitled **“Social media as a driver: Knowledge, awareness and consumer behavior: the NFA effect”** in **International Conference on “Globalization 5.0: Innovations, Entrepreneurship & Sustainable Development”** organized by **Institute of Technology and Science, Ghaziabad** in 2025.

Conferences Attended

- Participated in **International Conference on Sustainable Management (ICSM 2018)**, organized by **Indian Institute of Management (IIM), Kashipur.**
- Participated in **International Conference on Knowledge and Policy for Sustainable Development: Global Lessons and Local Challenges**, organized by **Guru Gobind Singh Indraprastha University, New Delhi.**
- Participated in **7TH National Conference on Implications of Management Theories on Literature, Education, Social Science and Cultural Issues**, organized by Faculty of Management Studies, **Gurukula Kangri Vishwavidyalaya, Haridwar.**
- Participated in **National Conference on Employment and Skill Development in India: Perspective and Approaches**, organized by **Dev Bhoomi Institute of Technology, Dehradun.**
- Participated in **4th National Conference on Recent Trends in Humanities, Technology, Management & Social Development (RTHTMS 2K19)**, organized by **KIET School Of Management, Ghaziabad.**
- Participated in **1st International Conference on “Emerging Issues in Business and Economic Research”** organized by **Department of Commerce, Rajdhani College, University of Delhi, New Delhi, India.**
- Participated in **International Conference on “Globalization 5.0: Innovations, Entrepreneurship & Sustainable Development”** organized by **Institute of Technology and Science, Ghaziabad** in 2025.

Professional Profile

- ✓ Highly developed research qualitative and analytical skills with a strong capacity to conduct independent research.
- ✓ Proven ability to conceptualize problems and develop well-reasoned and integrated solutions, as demonstrated throughout Ph.D. research.
- ✓ Working knowledge of MSWord, Excel, PowerPoint and IBM SPSS, AMOS.

Experience

- Working at Gargi college, Delhi University since April 2026.

- Worked at ITS, Mohan Nagar, Ghaziabad from September 2021-April 2026. .
- Taken classes of BBA and MBA in Gurukul Kangri University (Deemed to be) for the development of personality and teaching skills.

Current Projects In Progress

- ✓ Two research papers are under review in WOS journals.
- ✓ Working on *Doom scrolling*.

Publications

- Book entitled “**More than marketing: Sustainable marketing**” by Sidhi Verma, V.K. Singh, Santosh Kanojeya, Apoorva Bhatnagar, ISBN- 978-93-89055-12-2.
- **Relationship between green purchase behaviour, attitude and personality traits: a mediation analysis** in **Journal of critical reviews** by Sidhi Verma, Apoorva Bhatnagar, Santosh Kumar Kanojeya and V.K. Singh. ISSN- 2394-5125, Vol. 7, Issue 13, 2020 (*Scopus Indexed*).
- Moderation effect of source credibility on openness to experience and attitude towards celebrity endorsement in **Journal of critical reviews** by Apoorva Bhatnagar, Sidhi Verma, Santosh Kumar Kanojeya and V.K. Singh. ISSN- 2394-5125, Vol. 7, Issue 15, 2020 (*Scopus Indexed*).
- Agro tourism : An on-farm risk management strategy for farmers in International Journal of advanced science and technology by Santosh Kumar Kanojeya, Sidhi Verma, Apoorva Bhatnagar and V.K. Singh. ISSN- 2005-4238, Vol.28, No. 20, 2019. (*Scopus Indexed*).
- **Precursors Of Green Purchase Behaviour: A Study On Generation Y** in **Think India Journal**. ISSN: 0971-1260, Vol. 22, Issue 10, November 2019 (*UGC CARE*).
- Openness to experience and green purchase behaviour: A multiple mediation analysis in Management and Economics Research Journal. E-ISSN-2469-4339, Vol. 6, Issue 3, 2020.
- Celebrity footprint in greenwashing in **4th National Conference on Recent Trends in Humanities, Technology, Management & Social Development (RTHTMS 2K19)**, KIET School Of Management, Ghaziabad, UP, India, Vol. 9. (*Special issue*).
- Impact of environmental knowledge and awareness and openness to experience on green purchase behaviour: A mediation moderation analysis, in **World Review of Entrepreneurship, Management and Sustainable Development** (Inderscience publisher) (*Scopus Indexed*).
- **Patent published** entitled **Method And System Of Managing Motivation & Employee Productivity Through Performance Management** (Application No.202241026250 A) **under** The Patent Office Journal No. 19/2022 on 13/05/2022.

Personal traits

- Honest
- Hardworking
- Discipline

Interested Areas of Research

- ***Organic products, green marketing, sustainability, consumer behaviour and personality.***

Achievements and Extra Curricular Skills

- Successfully conducted **One day Workshop, as a Resource Person on RESEARCH METHODOLOGY**, in Subharti University on 22 February, 2023.
- Successfully conducted **Three Days Management Development Programme on Marketing Research and Statistical Tools** from 24.06.2024 to 26.06.2024 at **Bestek Engineering Private Limited**.
- Conducted **two days online workshop on Marketing, Research and its impact** from 8th March 2025 to 9th March 2025, for Bestek Engineering Limited, Ghaziabad.

Interests

Reading, Listening music and Swimming.

Declaration

I hereby declare that all the above information given are true & correct to the best of my knowledge & belief.

Place: Ghaziabad, India.

Dated:

Dr. Sidhi Verma