

Name : MsTaranpreet Kaur

Designation : Assistant Professor

Department : Commerce

Qualification : Ph.D Pursuing,Advance Diploma In Management,UGC-Net,Management,MBA,BBA

Experience : Teaching: 7 Years,5 months, Industry:1 Year 8 months

Area of Specialization(s) : Marketing

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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D. Pursuing	Management	Himalayan Garhwal University	Pursuing
UGC-Net	Management	UGC	2013
M.B.A	Marketing and Human Resources Management	Bharti Vidyapeeth University,Pune	2012
BBA	Marketing	Guru Nanak Dev University,Amritsar	2010

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution / University / Agency Name	Year
Advance Diploma	Management	AIMA	2018

Book Publication

Sales And Distribution Management,Sun India Publication,Published in 2020.

Research Publications (Indexed)

National

1. Effect of occupational status of married working women on family life, job satisfaction and her psychological wellbeing. (International Journal for Research in Engineering Application & Management (IJREAM) ISSN : 2454-9150 Vol-07, Issue-01, APR 2021)(UGC approved Journal)
2. Amazon Associates: A model of Affiliate Marketing, Chapter published in Book named, Driving Traffic and Customer Activity Through Affiliate Marketing. (Scopus Indexed)

Presentations in Conference

International Conference

1. Application of Kabir Dohas/Couplets in Management

Practices ,7th Asia Pacific Business Research conference, Simsree Mumbai,6th -7th January,2020.

2. Sustainable Human Resource Management-Need of The Hour, BODHI International Journal of Research in Humanities, Arts and Science Vol: 3 Special Issue: 11 November 2018 E-ISSN: 2456-5571.

- 3.Ecopreneurship-The need of 21st Century, Corporate Governance-A Paradigm shift (10th ,11th

April 2015) RDIAS.