

**Name:** Dr. Parul Ahuja

**Designation:** Assistant Professor

**Department:** Commerce

**Qualification:** Ph.D (Marketing), UGC-NET, M. Com, B.com (H)

**Area of Specialization(s):** Finance and Marketing

**Email (Official ID):** parulahuja.faculty@maims.ac.in

### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D	Marketing	University School of Management Studies, Guru Gobind Singh Indraprastha University	2024
M.Com	Commerce & Finance	Delhi University	2017
B. Com (H)	Commerce	Kirorimal College. Delhi University	2015
UGC NET	Commerce	UGC	2017 & 2018

### Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution / University / Agency Name	Year
Certificate (Courseera)	Marketing in a Digital World	University of Illinois	2020

### Presentations in Conference

1. Sharma, M. and Ahuja, P. (2024). **Financial Literacy and Financial Satisfaction: Financial Capability as a Mediator**, 12<sup>th</sup>- 13<sup>th</sup> March, 2024, International Conference-MIC'24: "Re-Visiting Business, Education and Communication with an emphasis on Sustainable Development" organized by **Maharaja Agrasen Institute of Management Studies**.
2. Handa, M., Ahuja, P., and Jain, S. (2022). **Trashing Waste? A Study of Factors Influencing E-Waste Recycling Intention amongst Consumers in India**, 20-21<sup>st</sup> June, 2022, 5th International Conference on Sustainable Development: A Roadmap to an Equitable Planet (GDGU ICON -2022) organized by the School of Management, **GD Goenka University**. (**Best Paper Award**)
3. Ahuja, P. and Handa, M. (2021). Ahuja, P., & Handa, M. (2021). **Privacy in the Age of Information Sharing: An Investigation into a Questionable Aspect of Online Behavior**, International Management Conference, 21-24 May 2021, **Jamia Millia Islamia**, India.
4. Handa, M., Jain, S., and Ahuja, P. (2020). **The rise of social media influencers in fitness and beauty in India: A study of follower gratifications**, EMCB conference, 2-3 June, 2020, **University of Ljubljana, Slovenia**. ISBN 978-961-240-357-7

5. Ahuja, P., Jain, S., and Handa, M. (2019). **An (Un) Ethical Issue in Digital Space: A Study of Consumer Motivations for Piracy**, NASMEI Summer Marketing - IS Conference, 26th-28th July, 2019, **IIM Indore**. ISBN - 978-1-78635-428-0
6. Ahuja, P., Jain, S., and Handa, M. (2019). **On-Again; Off-Again: An Inquiry into Cross Channel Search and Comparison Behavior of Young Adult Consumers**, International Conference on Business & Management, 29-30th March, **Delhi Technological University**. ISBN 978-93-88237-59-8
7. Handa, M. and Ahuja, P. (2018). **A Study of Value Consciousness amongst Young Adult Consumers**, 1st PAN IIT International Management Conference, **IIT Roorkee**. ISBN: 978-93-5311-935-5.
8. Handa, M. and Ahuja, P. (2018). **How Young Adults in an Emerging Market Look at 'Cool'**, IISES 8th Business & Management Conference, **Venice, Italy**, 4-7th September, 2018. ISBN 978-80-87927-74-8.

### **Publications**

- Handa, M., Bhalla, R., & Ahuja, P. (2024). My privacy at risk—my guard is on: a study of SNS use among young adults. *Vilakshan-XIMB Journal of Management*, Vol. 21, No.1, pp. 126-140 (**UGC Listed**)
- Handa, M. and Ahuja, P. (2022), “The Grey and Dark Facets of Online Activities: A Study of Consumer Perceptions”, *Journal of Information, Communication and Ethics in Society*, Vol. 20, No.4, pp. 495-515 (**Scopus, Web of Science, ABDC-B**)
- Handa, M., Ahuja, P. and Jain, S. (2022), “Enjoying Music and Movies without Paying: Examining Factors Affecting Unauthorized Downloading amongst Young Adults”, *Journal of Information, Communication and Ethics in Society*, Vol. 20, No.4, pp. 495-515 (**Scopus, Web of Science, ABDC-B**)
- Handa, M., & Ahuja, P. (2021), “Thus Far and No Further? An Inquiry into Adoption of Mobile Phones by Low Income Women in Urban India”, *Journal of Poverty*, Vol. 25, No.2, pp. 173-192. (**Scopus, Web of Science**)
- Handa, M. and Ahuja, P. (2020), "Disconnect to Detox: A Study of Smartphone Addiction among Young Adults in India", *Young Consumers*, Vol. 21 No. 3, pp. 273-287. (**Scopus, Web of Science, ABDC-B**)
- Handa, M., Jain, S., and Ahuja, P. (2020). “Is it Cost Saving or Environmental Benefits? Factors Influencing Energy Saving Behaviour amongst Consumers in India”, *International Journal of Indian Culture and Business Management*, Vol. 23 No. 4, pp 431-450 (**Web of Science**)