


Title	Dr.	First Name	<b>Meenakshi</b>	Last Name	<b>Handa</b>	
Designation	Professor					
School /Dept. Name	University School of Management Studies					
Address:	D 108, University School of Management Studies Guru Gobind Singh Indraprastha University Sector 16 C, Dwarka, New Delhi 110078					
Phone No.	Office	011-25302612				
Email	1. meenakshihanda@ipu.ac.in 2. meenakshi_handa@hotmail.com.					
Subjects Taught	Marketing, Services Marketing, Consumer Behaviour					
Areas of Interest/ Specialization	Emerging issues in consumer behaviour including consumer adoption and interface with technology, sustainable consumption, bottom of the pyramid consumers, ethical issues in marketing, services marketing, non-profit and cause marketing					
Experience (in years)	Total	31				
	Industry	6				
	Teaching	25				
	Research	25				
Educational Qualifications	UG	B. A. Honours (Sophia College, Ajmer)				
	PG	MBA (MONIRBA, University of Allahabad)				
	Doctorate	Ph.D. (FMS, University of Delhi)				
Research Publications in Journals (last 5 years)	<ul style="list-style-type: none"> <li>- Handa, M., Jain, S., &amp; Ahuja, P. (2021). Is it Cost Saving or Environmental Benefits? Factors Influencing Energy Saving Behaviour amongst Consumers in India, <i>International Journal of Indian Culture and Business Management</i>. 23 (4), 431-450.</li> <li>- Handa., M. &amp; Ahuja, P. (2021). Thus Far and No Further? An Inquiry into Adoption of Mobile Phones by Low Income Women in Urban India, <i>Journal of Poverty</i>, Vol. 25, No.2, pp.173-192. Doi: 10.1080/10875549.2020.1783423.</li> <li>- Handa., M. &amp; Ahuja, P. (2020). Disconnect to Detox: A Study of Smartphone Addiction among Young Adults in India. <i>Young Consumers</i>, Vol. 21 No. 3, pp. 273-287. Doi: <a href="https://doi.org/10.1108/YC-12-2019-1077">https://doi.org/10.1108/YC-12-2019-1077</a>.</li> <li>- Handa, M. &amp; Gupta, S. (2020) Digital cause-related marketing campaigns: relationship between brand-cause fit and behavioural intentions. <i>Journal of Indian Business Research</i>.</li> <li>- Handa, M., Pandit, A., Sharma, A. (2017) Effect of consumer decision-making styles on attitudes towards the ad, <i>Drishtikon-A Management Journal</i>, 8 ( 1), 66-86</li> <li>- Srivastava, V. Handa, M. &amp; Vohra, A. (2014). Pharmaceutical retailers and promotion by pharmaceutical companies in India. <i>Journal of Medical Marketing</i>, 14 (2-3), 74-80.</li> <li>- Handa, M. &amp; Gupta, N. (2014). A study of the relationship between shopping orientation and online shopping behaviour among Indian youth. <i>Journal of Internet Commerce</i>, 13 (1), 22-44.</li> </ul>					

	<ul style="list-style-type: none"> <li>- Handa, M., &amp; Gulati, A. (2014). Balancing job demands and job resources- Gateway to reduce burnout and build work engagement. <i>Journal of Management Research</i>, 14(1), 57-67.</li> <li>-Handa, M., Vohra, A. &amp; Srivastava, V. (2014). Ethics: the physician–pharma dyad in India. <i>Asian Journal of Business Ethics</i>, 3 (1), 1-10.</li> <li>- Srivastava, V., Handa, M., &amp; Vohra, A. (2014). Promotional tools: Do physicians really bite the hook? <i>Drishtikon-A Management Journal</i>, 5 (2), 71-84.</li> <li>- Handa, M., &amp; Khare, A. (2013). Gender as a moderator of the relationship between materialism and fashion clothing involvement amongst Indian youth. <i>International Journal of Consumer Studies</i>, 37, 112-120.</li> <li>-Handa, M., Vohra, A. and Srivastava, V. (2013 ). Perception of physicians towards pharmaceutical promotion in India. <i>Journal of Medical Marketing</i>. 13(2), 82-92.</li> </ul>
<p>Papers Published in Conference Proceedings (last 5 years)</p>	<ul style="list-style-type: none"> <li>-Jain, S. &amp; Handa, M. (2021) Consumer Financial Socialization: A Bibliometric Review. In <i>Proceedings of the International Conference on Advances in Management Practices (ICAMP 2021)</i> Available at SSRN: <a href="https://ssrn.com/abstract=3993675">ssrn.com/abstract=3993675</a></li> <li>- Ahuja, P. &amp; Handa, M. (2021) Consumer Justification of Digital Piracy: A Bibliometric Analysis ( 2021). <i>Proceedings of the International Conference on Advances in Management Practices (ICAMP 2021)</i>, Available at SSRN: <a href="https://dx.doi.org/10.2139/ssrn.3993675">dx.doi.org/10.2139/ssrn.3993675</a>.</li> <li>- Chaudhry, A. &amp; Handa, M. (2021) Ensuring commitment to social responsibility A study highlighting the role of non-government organizations amidst the Covid-19 pandemic in India. <i>Proceedings of International Management Conference 2021: Post COVID Management Strategies: Recovery, Resilience &amp; Adaptation. IIM Bodhgaya.</i></li> <li>- Handa, M. &amp; Vohra, A. (2016) Exploring risk taking, privacy concerns, time pressure and willingness to transact online amongst Indian Youth. <i>Conference Proceedings of the 4<sup>th</sup> International Conference on Contemporary Marketing Issues (ICCMII) (2016: Heraklion, Greece).</i> ISBN: 978-960-287-153-9.</li> <li>- Handa, M. &amp; Kaur, A. (2015) A study on antecedents of m-commerce use among young Indian consumers in Mittal, S. K., Handa, M. &amp; Bansal, S. (Ed.). <i>Marketing in a Changing and Connected World</i>. <i>Conference Proceedings of the National Marketing Conference organized by USMS, on March 20, 2015. Bloomsbury Publishers, New Delhi.</i> 47-62</li> <li>- Handa, M. &amp; Kaur, A. (2014). Insights into consumer minds- exploring antecedents of self service technology use. In Mittal, S. et al (Ed.). on <i>Mind Management for Management</i>”, Bloomsbury Publishers, New Delhi. <i>Conference Proceedings of Conference organized by USMS .15-28.</i></li> </ul>
<p>Papers Presented in National/ International Conferences (last 5 years)</p>	<ul style="list-style-type: none"> <li>- Jain, S. &amp; Handa, M. (2021) Consumer Resilience in Tough Times: A Study of Consumer Financial Wellbeing during Covid-19. <i>International Management Conference 2021 Post COVID Management Strategies: Recovery, Resilience &amp; Adaptation. IIM Bodhgaya.</i></li> <li>- Ahuja, P., &amp; Handa, M. (2021). Privacy in the Age of Information Sharing: An Investigation into a Questionable Aspect of Online Behaviour, <i>International Management Conference, 21-24 May 2021, Jamia Millia Islamia, India.</i></li> <li>- Bhalla, R., &amp; Handa, M. (2021). Leveraging Artificial Intelligence: The Smart Way to Go</li> </ul>

	<p>during a Crisis. Conference on Excellence in Research and Education, 18-20 June 2021, Indian Institute of Management Indore, India.</p> <ul style="list-style-type: none"> <li>- Bhalla, R., &amp; Handa, M. (2021). Employing Technology to Deliver Superior Service: Addressing Challenges in the Hospitality and Travel Industry, Global Conference on Innovations in Management and Business, 27-28 July 2021, In R. Kathuria, N. K. Rustagi, V. Rama Devi, &amp; T. Rahul (Eds.), Trends and Innovations in Management and Business: Book of Abstracts – GCIMB 2021 (pp. 192-193).</li> <li>- Jain, S., Ahuja, P., &amp; Handa, M. (2019). Sustainable Marketing through Digitization: An Examination of Private and Public Sector Banks in India, NASMEI Summer Marketing - IS Conference, 26<sup>th</sup>-28<sup>th</sup> July, 2019, IIM Indore</li> <li>- Ahuja, P., Jain, S., &amp; Handa, M. (2019). An (Un) Ethical Issue in Digital Space: A Study of Consumer Motivations for Piracy, NASMEI Summer Marketing - IS Conference, 26<sup>th</sup>-28<sup>th</sup> July, 2019, IIM Indore</li> <li>- Jain, S., Ahuja, P., &amp; Handa, M. (2019). Moving a Step Further: Adoption of Social Media by Banks, International Conference on Business &amp; Management, 29-30<sup>th</sup> March, Delhi Technological University</li> <li>- Ahuja, P., Jain, S., &amp; Handa, M. (2019). On-Again; Off-Again: An Inquiry into Cross Channel Search and Comparison Behaviour of Young Adult Consumers, International Conference on Business &amp; Management, 29-30<sup>th</sup> March, Delhi Technological University</li> <li>- Handa, M. &amp; Ahuja, P. (2018). A Study of Value Consciousness amongst Young Adult Consumers, 1<sup>st</sup> PAN IIT International Management Conference, IIT Roorkee. ISBN: 978-93-5311-935-5.</li> <li>- Handa, M. &amp; Ahuja, P. (2018). How Young Adults in an Emerging Market Look at 'Cool', IISES 8th Business &amp; Management Conference, Venice, Italy. , 4-7<sup>th</sup> September, 2018. ISBN 978-80-87927-74-8.</li> <li>- Handa, M. &amp; Srivastava V. (2015). A Study of Promotion Mix Decisions in Pharmaceutical Industry in India at the International Conference on Contemporary Marketing Issues at the Kingston Business School, Kingston University London, UK, July 2015.</li> <li>- Handa, M. &amp; Srivastava V. (2014) "Ethical Issues and Pharmaceutical Marketing in Developing Economies: A Study of Pharmaceutical Promotion in India" at the Macromarketing Conference 2014 at the Royal Holloway College, University of London in July 2014.</li> </ul>	
No. of Conferences Attended (Last 5 years)	National	12
	International	6
Research Guidance	Doctorate	
	Awarded	6
	Undergoing	8
Research Projects	Completed	One