


Title	Dr.	First Name	Meenakshi	Last Name	Handa	
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 behavior 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., Ahuja, P. &amp; Jain, S. (2022) 'Enjoying music and movies without paying: examining factors affecting unauthorized downloading amongst young adults', <i>Journal of Information, Communication and Ethics in Society</i>, 20(4), pp. 568–586.</li> <li>- Handa, M., &amp; Ahuja, P. (2022) 'The grey and dark facets of online activities: a study of consumer perceptions', <i>Journal of Information, Communication and Ethics in Society</i>, 19 (4), pp. 495–5.</li> <li>- Handa, M., Jain, S., &amp; Ahuja, P. (2021) 'Is it cost saving or environmental benefits? Factors Influencing energy saving behavior 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</i></li> </ul>					

	<p><i>Indian Business Research</i>, 12(1) pp. 63-78.</p> <ul style="list-style-type: none"> <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), pp 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), pp. 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), pp. 22-44.</li> <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), pp. 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>, 3pp. (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, pp. 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),pp. 82-92.</li> </ul>
<p>Papers Presented at National/ International Conferences (last 5 years)</p>	<ul style="list-style-type: none"> <li>- Jain, S., Kumar, S., &amp; Handa, M. (2022) 'Digital financial inclusion: A bibliometric review' at the 20<sup>th</sup> AIMS International Conference organized by IIM Kozhikode, December 2022 ISBN: 978-1-943295-20-3.</li> <li>- Chaudhry, A., &amp; Handa, M. (2022) 'Marketing to a higher purpose: A content analysis of mission statements of select non-governmental organizations in India' <i>iMarC 2022</i>, International Marketing Conference organized by the Indian Institute of Management Shillong, August 2022</li> <li>-- Jain, S., &amp; Handa, M. (2022) 'Digital financial literacy and digital financial services adoption amongst the economically disadvantaged: A bibliometric review', <i>iMarC 2022</i>, International Marketing Conference organized by the Indian Institute of Management Shillong, August, 2022.</li> <li>- Ahuja, P., Handa, M., &amp; Jain, S., (2022) 'Trashing waste? A study of factors influencing e-waste recycling intention amongst consumers in India', 5th International Conference on <i>Sustainable Development: A Roadmap to an Equitable Planet</i> (GDGU ICON -2022), G. D. Goenka Univesity.</li> <li>- Bhalla, R., &amp; Handa, M. (2022) 'Role of retailers in promoting sustainable consumption: A bibliometric analysis', 5th International Conference on <i>Sustainable Development: A Roadmap to an Equitable Planet</i> (GDGU ICON -2022).</li> <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</i> (ICAMP 2021) Available at SSRN: <a href="https://ssrn.com/abstract=3993675">ssrn.com/abstract=3993675</a></li> </ul>

- Ahuja, P. & Handa, M. (2021) 'Consumer justification of digital piracy: a bibliometric analysis', Proceedings of the *International Conference on Advances in Management Practices (ICAMP 2021)*, Available at SSRN: dx.doi.org/10.2139/ssrn.3993675.
- Chaudhry, A. & Handa, M. (2021) 'Ensuring commitment to social responsibility: A study highlighting the role of non-government organizations amidst the Covid-19 pandemic in India', Proceedings of International Management Conference 2021: *Post COVID Management Strategies: Recovery, Resilience & Adaptation. IIM Bodhgaya.*
- Jain, S. & Handa, M. (2021) 'Consumer Resilience in Tough Times: A Study of Consumer Financial Wellbeing during Covid-19', International Management Conference 2021 *Post COVID Management Strategies: Recovery, Resilience & Adaptation*, IIM Bodhgaya.
- Ahuja, P., & Handa, M. (2021) 'Privacy in the Age of Information Sharing: An Investigation into a Questionable Aspect of Online Behaviour', International Management Conference, 21-24 May 2021, Jamia Millia Islamia, India.
- Bhalla, R., & Handa, M. (2021) 'leveraging artificial intelligence: The smart way to go during a crisis', Conference on *Excellence in Research and Education*, 18-20 June 2021, Indian Institute of Management Indore, India.
- Bhalla, R., & Handa, M. (2021) 'Employing technology to deliver superior service: Addressing challenges in the hospitality and travel industry', In R. Kathuria, N. K. Rustagi, V. Rama Devi, & T. Rahul (Eds.), *Trends and Innovations in Management and Business -Book of Abstracts – GCIMB 2021* (pp. 192-193).
- Jain, S., Ahuja, P., & 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
- Ahuja, P., Jain, S., & 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
- Jain, S., Ahuja, P., & Handa, M. (2019) 'Moving a step further: Adoption of social media by banks, International Conference on Business & Management, 29-30<sup>th</sup> March, Delhi Technological University
- Ahuja, P., Jain, S., & Handa, M. (2019) 'On-again; Off-again: An inquiry into cross channel search and comparison behaviour of young adult consumers', International Conference on Business & Management, 29-30<sup>th</sup> March, Delhi Technological University.
- Handa, M. & 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.
- Handa, M. & Ahuja, P. (2018) 'How young adults in an emerging market look at 'Cool', IISES 8th Business & Management Conference, Venice, Italy. , 4-7<sup>th</sup> September, 2018. ISBN 978-80-87927-74-8.
- Handa, M. & Vohra, A. (2016) 'Exploring risk taking, privacy concerns, time pressure and willingness to transact online amongst Indian Youth', Conference Proceedings of the 4<sup>th</sup> *International Conference on Contemporary Marketing Issues (ICCMII)* (2016: Heraklion, Greece).ISBN: 978-960-287-153-9.
- Handa, M. & Srivastava V. (2015) 'A Study of promotion mix decisions in

	<p>pharmaceutical industry in India’ at the International Conference on Contemporary Marketing Issues at the Kingston Business School, Kingston University London, UK, July 2015.</p> <p>- 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>. Conference Proceedings of the National Marketing Conference organized by USMS, on March 20, 2015, Bloomsbury Publishers, New Delhi, pp. 47-62</p> <p>- 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. Conference Proceedings of Conference organized by USMS, pp. 15-28.</p> <p>- 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.</p>						
Research Projects Completed	Project on ‘Consumer Use of Ingredient and Nutritional Information on Packaged Food Products’, sponsored by the Indian Council of Social Science Research.						
Research Guidance	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"></td> <td style="width: 50%;">Doctorate</td> </tr> <tr> <td>Awarded</td> <td>6</td> </tr> <tr> <td>Undergoing</td> <td>7; Thesis Submitted -1</td> </tr> </table>		Doctorate	Awarded	6	Undergoing	7; Thesis Submitted -1
	Doctorate						
Awarded	6						
Undergoing	7; Thesis Submitted -1						
Administrative/Other Academic/Extra-Curricular Activities	<p><b>Past Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Coordinator, USMS Annual Alumni Meet 2001 onwards. Organized 14 Alumni Meets.</li> <li>• Founder Co-Editor- Indraprastha Journal of Management</li> <li>• Founding Faculty Advisor -Aloha -A Magazine of USMS- 4 Years</li> <li>• Member, GGSIPU Internal Complaints Committee</li> <li>• Chairperson- MBA Curriculum Revisions Committee for Marketing Group for several revisions</li> <li>• Chairperson- B.Com Honours Syllabus Revision 2021</li> <li>• Coordinator and Associate Chairperson, Staff Development Cell, GGSIPU</li> <li>• Member, Screening Committee, CAS-USMS.</li> <li>• Coordinator-Committee for preparing University Perspective Plan (2018</li> <li>• Member, Selection Committee, for Direct Recruitment and CAS for various Institutes/Universities</li> <li>• Member, Internal Quality Assurance Cell, Chaudhary Bansilal University, Bhiwani.</li> <li>• Member, Course Curriculum Review Committee, Marketing Area for various Management Institutes and B-Schools</li> <li>• Member, Syllabus Review Committee for Marketing area Vocational Courses for Std. XI &amp; XII, CBSE.</li> <li>• Member, USMS Board of Studies (2013 to date)</li> <li>• Member, School Research Committee (2007 to date)</li> </ul>						