Faculty Profile

Name: **Dr. Mandakini Paruthi**

Designation: Assistant Professor

Teaching Areas: Marketing Management

Consumer Behavior

Brand Management

Research Interests: Volatile Consumer Behavior

Consumer Engagement

Consumer Brand Relationships

Education: PhD (Business Administration), Guru Nanak Dev University, Amritsar, Punjab (2018)

UGC NET JRF Qualified, 2011

MBA (Hons), Lovely Professional University, Punjab (2009)

B.Sc. (Economics) Guru Nanak Dev University, Amritsar, Punjab (2007)

Research/Selected Publications

1. Gupta, S., Nagina, R., Paruthi, M., & Gupta, G. (Eds.). (2024). Marketing and Gamification: Applications, Challenges, and Ethics. *Taylor & Francis.*

2. Nagina, R., & Paruthi, M. (2024, May). The Integration of Artificial Intelligence and its Technological Optimizations Models to Enhance the Smart Marketing Management. *In 2024 4th International Conference on Advance Computing and Innovative Technologies in Engineering* (ICACITE) (pp. 1397-1402). IEEE Explore. Scopus Indexed.

3. Paruthi, M., Kaur, H., Islam, J. U., Rasool, A., & Thomas, G. (2023). Engaging consumers via online brand communities to achieve brand love and positive recommendations. *Spanish Journal of Marketing-ESIC,* 27(2), 138-157. ABDC-B Category. Scopus Indexed. Q2 Journal.

4. Gupta, G., Paruthi, M., & Nijjer, S. (Eds.). (2023). Religion and Consumer Behaviour: Influence of Religiosity and Culture on Consumption. *Taylor & Francis.*

5. Tanveer, M., Kaur, H., Thomas, G., Mahmood, H., Paruthi, M., & Yu, Z. (2021). Mobile phone buying decisions among young adults: An empirical study of influencing factors. *Sustainability,* 13(19), 10705. Scopus and WOS Indexed.

6. Kaur, H., Paruthi, M., Islam, J., & Hollebeek, L. D. (2020). The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. *Telematics and Informatics,* 46, 101321. ABDC- 'C' Category Journal). Q1 Journal.

7. Paruthi, M., Mendiratta, P., & Gupta, G. (2020). Young Citizen's Political Engagement in India: Social Media Use by Political Parties. In Examining the Roles of IT and social media in Democratic Development and Social Change (pp. 115-132). *IGI Global.* Scopus Indexed.