

CURRICULUM VITAE

Harmeem Soch

Professor (Marketing)
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Education

Ph. D. (Marketing), **Guru Nanak Dev University**, Amritsar, India (2005)

FDPM, **Indian Institute of Management**, Ahmedabad (IIMA) (2002)

M. B. A. (Marketing), **Guru Nanak Dev University**, Amritsar, India (1998)

B. C. A., **Khalsa College**, Amritsar, India (1996)

12th, **Khalsa College**, Amritsar (1993)

10th, **Sacred Heart High School**, Amritsar (1991)

Work Experience

Jan 2017- Till Date: Professor, **I. K. Gujral Punjab Technical University (Main Campus)**, Kapurthala, India.

Dec 2011 – Jan 2017: Associate Professor, **I. K. Gujral Punjab Technical University (Main Campus)**, Kapurthala, India.

Jan 2001 – Nov 2011: Assistant Professor, Department of Commerce & Business Management, **Guru Nanak Dev University**, Amritsar, India.

July 2000 – Jan 2001: Lecturer, **University Campus, D.A.V. College**, Jalandhar, India.

July 1999 – Mar 2000: Lecturer, **D.A.V. College**, Jalandhar, India.

Administrative Experience

November 2021 – Till Date: Director, Internal Quality Assurance Cell (IQAC), I. K. Gujral Punjab Technical University, Kapurthala, India: Initiated the work of submitting NAAC application, acquiring status of University under section 12 (B) of UGC Act and NIRF. Completed all tasks in less than 6 months.

February 2022–Till Date: In-charge & Nodal Officer Workstation, I. K. Gujral Punjab Technical University (Main Campus), Kapurthala, India: Census research workstation was established by Directorate of Census Operations, Punjab, to promote the use of anonymized micro-data from census for in-depth research.

May 2021 – Nov 2021: Dean Faculty Welfare, I. K. Gujral Punjab Technical University (Main Campus): To address matters concerning faculty welfare, such as pay raises, pensions, and other welfare schemes.

May 2021- May 2023: Chairperson, Board of Studies (Management), I. K. Gujral Punjab Technical University (Main Campus): Designing and updating curriculum for PhD, MBA and BBA including development of Program Educational Objectives (PEOs), Program Outcomes (POs) and Course Outcomes (COs) as per UGC / AICTE recommendations.

May 2019 –May 2021: Chairperson, Board of Studies (Management), I. K. Gujral Punjab Technical University (Main Campus): Designing and updating curriculum for PhD, MBA and BBA including development of Program Educational Objectives (PEOs), Program Outcomes (POs) and Course Outcomes (COs) as per UGC / AICTE recommendations.

Mar 2017 – Mar 2019: Chairperson, Board of Studies (Management), I. K. Gujral Punjab Technical University (Main Campus and Affiliated Colleges), Kapurthala, India. Designing and updating curriculum for 13 programs of IKGPTU in the area of management namely, MBA, MBA(IB), M. Com, B. Com, B. Com (E-Commerce), BBA (8 Specializations). All courses have been developed in line with UGC / AICTE regulations.

May 2017 – Oct 2017: Director, Directorate of Distance Education, I. K. Gujral Punjab Technical University (Main Campus), Kapurthala, India. Major responsibilities include, admissions, examinations, syllabus development and updation, E-Content Development, approval process for various courses and other UGC related matters, recruitment & selection of faculty for distance education, payment related issues and share distribution, RTI and legal matters.

Aug 2016 –Oct 2017: Academic Coordinator, Directorate of Distance Education, I. K. Gujral Punjab Technical University (Main Campus), Kapurthala, India. Working on all academic issues related to distance education namely, content development, enhancing quality of self-learning material (SLMs), preparing assignments, conducting personal contact programs (PCPs) etc.

Jul 2016 – Present: Head, Department of Management, I. K. Gujral Punjab Technical University (Main Campus), Kapurthala, India. Taking care of responsibilities of the Department

namely admissions, placements, conduct of classes, examinations, evaluations, extension education etc.

Mar 2014 - July 2016: Director In Charge, Punjab Institute of Management, I. K. Gujral Punjab Technical University (Main Campus), Kapurthala. Major responsibilities include establishment of a management institution from the beginning, its systems, processes and programs; preparing budgets / DPRs; designing curricula; conducting entrance exams and evaluation methods; recruiting faculty / staff; establishing library / laboratories; promoting industry-academia linkage; organizing FDPs / Workshops / Conferences (both national and international) and much more. An effort was made to develop a culture in the organization that would promote high-quality education, achieving excellence in work and operations and keeping a synergistic team together for efficiency and good performance which were and are the biggest challenges.

Aug 2012-March 2014: Head, Department of Management, Punjab Institute of Technology, I. K. Gujral Punjab Technical University (Main Campus), Kapurthala, India. Taking care of responsibilities of the Department namely admissions, placements, conduct of classes, examinations, evaluations, extension education etc.

Other Important Responsibilities

2010-2011: Placement In-charge, Department of Management, GNDU.

2015-2016: Member, Committee for Recruitment of Teaching and Non-Teaching positions in IKGPTU.

2015-2016: Member, Committee to draft Regulations for IKGPTU.

2012-2018: Chairperson, Committee for Prevention of Sexual Harassment Against Women at Workplace.

2018-Till Date: Member, Committee constituted to expedite the process of CAS for faculty of IKGPTU and suggest a policy in grey areas.

2012-2021: Member, IQAC, IKGPTU.

2021 -Till Date: Chairperson Taskforce for Quality Assurance Activities.

May 2021– Nov 2021: In-charge, NAAC

Teaching Interests

Marketing Research, Research Methodology and Advertising Management.

Research Interests

Customer Relationship Management, Adoption of Mobile Technologies, Scale Development and Validation, Customer Loyalty and Service Recovery, Brand Experience.

Research Projects

- 2010**– Research Grant by UGC amounting to INR 623,700 for a cross-cultural project entitled "**Critical Success Factors and Driving Forces for Wireless Web Adoption – An Empirical Investigation of Indian and Canadian Consumers**". [Co-investigator – Dr. Tripat Gill, Wilfrid Laurier University, Waterloo, Canada].
- 2009** – "**Impact of CRM processes on firm performance with respect to role of technology, customer-centricity and strategic alignment**". [With Pf. Sridhar Ramaswami, Iowa State University, USA].
- 2005** – Research Grant by UGC amounting to INR 60,000 for a project entitled, "**Construction and Standardization of a Scale for Measuring the Customer Relationship Management Activity in an Organization**".
- 1996**– Developed a software in **FoxPro** for the **Payroll Structure of Khalsa College, Amritsar, India.**

Awards and Honours

- 2019** - Session Chair, at International Conference on Strategic Marketing Initiatives in Emerging Markets, The Business School, University of Jammu, India in collaboration with North American Society for Marketing Education in India [Mar 15-16]
- 2017** - Session Chair, track on 'Marketing' at the Global Conference on Business and Finance, Las Vegas, USA [Jan 2-5]
- 2014** – Awarded the '**Highly Commended Paper of 2014**' by the editorial team of Journal of Indian Business Research, Emerald Publishing House for the paper entitled, "Mediating Roles of Commitment and Corporate Image in the Formation of Customer Loyalty", *Journal of Indian Business Research*, Volume 5, Issue 1, 33-51 (co-authored with Dr. Harsandaldeep Kaur, Assistant Professor, Guru Nanak Dev University, Amritsar).
- 2014** – **Chair**, track on '**Product Adoption – I**' at the 2014 INFORMS Marketing Science Conference, Atlanta, GA, USA [June 12-14].
- 2014** – Delivered **Key Note Speech** "Mediating Role of Commitment and Corporate Image in the Formation of Customer Loyalty" at the Vancouver International Conference for Advanced Research in Business, Vancouver, Canada [April 7-8].

- 2011** – Invited as **Visiting Scholar** for the academic year 2012-2013 at **The Kenan-Flagler Business School, The University of North Carolina, Chapel Hill, USA.**
- 2011** – **Chair**, track on ‘**Customer Loyalty - II**’ at the 2011 INFORMS Marketing Science Conference, Houston, TX, USA [June 9-11].
- 2011** – Won the ‘**Best Paper in Conference**’ award at the **5th International Conference on Services Management** organized by Penn State School of Hospitality and Management (USA); Oxford Brookes University Business School (UK) in collaboration with IIMT, India for the paper entitled, "Confirmatory Factor Analysis for the Determinants of Service Recovery" co-authored with Sabharwal, Nidhi [May 19-21].
- 2010** – Won the ‘**Best Paper in Marketing Track**’ award at the *National Seminar on ‘Bricks to Clicks: Emerging Trends in Business’* at Chandigarh Business School (CBS), Mohali, India for the paper entitled, "Critical Success Factors and Driving Forces of Wireless Web Adoption" co-authored with Gill, Tripat and Kaur, Vishavjeet [Sep 25].
- 2005** – Won the ‘**M. N. Gopalan Best Thesis**’ award constituted by **IIT Mumbai organized at IIM Ahmedabad** to encourage young researchers at the 37th Annual Convention of Operational Research Society of India (ORSI) [Jan 8-11].
- 1999** – Qualified UGC National Education Test for Eligibility of Lectureship [Roll No. D250888].

Publications

- Kaur, Jaspreet and Soch, Harmeem, “Mobile Shopping Adoption by Indian Consumers: An Examination of Extended Technology Acceptance Model”, *International Journal of Technology Transfer and Commercialization* (Accepted for Publication) [Web of Science].
- Kaushik, Priyanka and Soch, Harmeem, “Interaction Between Brand Trust and Customer Brand Engagement (CBE) as a Determinant of Brand Equity”, *International Journal of Technology Transfer and Commercialization* (Accepted for Publication) [Web of Science].
- Kaur, Jaspreet and Soch, Harmeem (2019), “Mobile Shopping: An Analysis of Extended Technology Acceptance Model of Indian Consumers”, *International Journal of Management Studies*, Volume VI, Issue 1(2), 8-17 [Web of Science].
- Kaur, Jaspreet and Soch, Harmeem (2019), “Mobile Shopping Adoption: Insights into Attitude, Intentions and Flow Experience”, *International Journal of Management Studies*, Volume VI, Special Issue 4, 20-28 [Web of Science].
- Kaushik, Priyanka and Soch, Harmeem (2019), “Brand Satisfaction and Brand Equity: An Interplay between Various Dimensions of Customer Brand Engagement”, *International Journal of*

Management Studies, Volume 6, Issue 1 (2), January 2019, 1-7 [UGC Approved Journal No. 44925, Impact Factor (IBI) 2.26; Web of Science].

- Kaushik, Priyanka and Soch, Harmeem (2019), "Impact of Brand Commitments on Brand Equity: A Conceptual Framework", *International Journal of Management Studies*, Volume 6, Special Issue 5, January 2019, 24-27[UGC Approved Journal No. 44925, Impact Factor (IBI) 2.26; Web of Science].
- Kaur, Harsandaldeep and Soch, Harmeem (2018), "Satisfaction, Trust and Loyalty: Investigating the Mediating Effects of Commitment, Switching Costs and Corporate Image", *Journal of Asia Business Studies*, Volume 12, Issue 4, 361-380 [Indexed in Scopus; Web of Science and UGC].
- Kaur, Kuljit and Soch, Harmeem (2018), "Refining and Validating Image Congruence, Satisfaction and Loyalty amongst Mall Shoppers in India", *International Journal on Customer Relations*, Volume 6, Issue 1, 31-37 [Proquest, Ebsco].
- Kaur, Kuljit and Soch, Harmeem (2017), "Does Image Matter while Choosing a Smartphone? A Cross-culture Study of India and Canada", *Journal of Global Marketing*, Volume 31, Issue 2, 142-153 [Ranked in ABDC and Indexed in Scopus; Web of Science and UGC].
- Soch, Harmeem and Kaushik, Priyanka (2016), "Moderating Role of Incentives on the Relationship between Customer Characteristics and Customer Engagement Behaviour", *International Journal of Science Technology and Management*, Volume 5, Issue 10, 61-69 [Ebsco, DOAJ].
- Soch, Harmeem and Kaur, Kuljit (2015), "Moderating Role of Face Consciousness on the Relationship between Image Congruence and Behavioral Intention: A Conceptual Framework", *International Journal of Management and Computing Sciences*, Volume 5, Issue 5-6, 54-61 [Ebsco].
- Kaur, Harsandaldeep and Soch, Harmeem (2015), "Dimensionality of Customer Loyalty: A Study in the Indian Context", *International Journal of Research in Commerce and Management*, Volume 6, Issue 10 (October), 31-35.
- Soch, Harmeem; Kaur, Kuljit; Gill, Amrinder and Gill, Harnek (2014), "Role of Corporate Image, Perceived Risk and Trust on the Usage Frequency of Smart Phones in Emerging Markets" *International Journal of Advanced Research in Business*, Volume 1, Number 1, 14-17.
- Aggarwal, Nidhi and Soch, Harmeem (2014) "Impact of Commitment on Customer Citizenship Behavior: An Empirical Study of Supermarkets in India", *Business Analyst*, Volume 34, Issue 2, 153-166 [Ulrich's Periodical].

- Aggarwal, Nidhi and Soch, Harmeem (2013) "Exploratory Factor Analysis of Customer Voluntary Behaviour in Indian Retail Sector – An Empirical Study", *Indian Journal of Applied Research*, Volume 3, Issue 9, 34-36.
- Soch, Harmeem and Aggarwal, Nidhi (2013) "Influence of Commitment on Customer Discretionary Behaviour: A Survey in Retail Sector", *Universal Journal of Management*, Volume 1, Issue 2, 103-110 [Ebsco].
- Kaur, Harsandaldeep and Soch, Harmeem (2013) "Mediating Roles of Commitment and Corporate Image in the Formation of Customer Loyalty", *Journal of Indian Business Research*, Volume 5, Issue 1, 33-51 [Ranked in ABDC and Indexed in Scopus; Web of Science and UGC].
- Kaur, Harsandaldeep and Soch, Harmeem, (2012) "Validating Antecedents of Customer Loyalty for Indian Cell Phone Users" *Vikalpa*, Volume 37, Issue 4, 47-61 [Indexed in Scopus. Web of Science].].
- Sabharwal, Nidhi and Soch, Harmeem, (2011), "Confirmatory Factor Analysis of Determinants of Service Recovery", *Global Business Review*, Volume 12, Issue 2, 297-318 [Ranked in ABDC and Indexed in Scopus; Web of Science and UGC].
- Soch, Harmeem (2010), "ITC Limited – Strategic Forays into the Foods Business", *International Journal of Research in Commerce and Management*, Volume 1, Issue 5, 23-34 [Directory of Research Journals Indexing].
- Sabharwal, Nidhi; Soch, Harmeem and Kaur, Harsandaldeep (2010), "Are We Satisfied with Incompetent Services? A Scale Development Approach for Service Recovery" *Journal of Services Research*, Volume 10, Number 1. 125-142 [Ranked in ABDC and Indexed in Scopus; Web of Science and UGC].
- Kaur, Harsandaldeep; Soch, Harmeem and Sabharwal, Nidhi (2009), "Impact of Commitment, Trust and Satisfaction on Behavioral and Attitudinal Loyalty – Scale Development and Validation" *Business Analyst*, Volume 3, Number 2, 77-98 [Ulrich's Periodical].
- Soch, Harmeem and Sandhu, H. S. (2008), "Does Customer Relationship Management Activity Affect Firm Performance?", *Global Business Review*, Volume 9, Number 2, 189-206 [Ranked in ABDC and Indexed in Scopus; Web of Science and UGC].
- Sabharwal, Nidhi; Soch, Harmeem Kaur and Kaur, Harsandaldeep (2008), "Service Recovery Research: A Review and Future Directions", *Gyan Journal of Management and Technology*, Volume 2, (July-December), 117-135.
- Kaur, Harsandaldeep; Soch, Harmeem Kaur and Sabharwal, Nidhi (2007), "Customer Loyalty: Behavioural, Attitudinal or Both"?, *Global Journal of Business Management*, Volume 1, Number 1, 81-91[Ebsco, Genamics, DOAJ].

Soch, Harmeen Kaur and Sandhu, H. S. (2000), "Customer Perception of Private Banks", *Indian Journal of Commerce*, Volume 53, Issue No. 1 and 2, 69-77 [Listed in UGC].

Proceedings Published

Steenkamp, Jan-Benedict E.M. and Harmeen Soch, eds. (2012), *Proceedings of the 1st International Conference on Marketing in Emerging Economies: An Agenda for the Next Decade*, Punjab Technical University, India.

Book Chapters

Kaur, Jaspreet and Soch, Harmeen (2018), "Predicting Intention to Adopt Mobile Shopping: An Integrated Model of Technology Acceptance and Flow Theory", *Digitalizing India An Endeavour to Empower and Transform Business*, 92-102.

Kaur, Kuljit and Soch, Harmeen (2017), "Mediating Role of Consumption Emotions on the Relationship between Image Congruence and Customer Satisfaction: A Conceptual Framework": *Globalizing Brand India Opportunities and Challenges*, Bloomsbury Publishing, 40-59. Presented in the International Conference on "Globalizing Brand India: Opportunities and Challenges" held at IHC, Delhi, organized by IIM Kashipur, between April 18-19, 2015.

Aggarwal, Nidhi and Soch, Harmeen (2012), "Factors affecting Customer-Based Corporate Reputation and Customer Citizenship Behavior", *India's Emergence in Global Scenario*, UDH Publishers & Distributors, 14-22.

Aggarwal, Nidhi and Soch, Harmeen (2010), "CRM – An Iron Sheet to the Winds of Recession", *Global Economic Meltdown – Repercussions and Remedies*, 194-198.

Sabharwal, Nidhi; Soch, Harmeen Kaur and Kaur, Harsandaldeep (2008), "Service Recovery: A Strategy for Better Customer Relationship Management", *Customer Relationship Management in Banking and Insurance Sector*, edited by Dr. R. K. Lekhi and Supreet Kaur.

Soch, Harmeen Kaur and Kaur, Mandeep (2005), "Entrance Evaluation Systems: Do they Reflect Student Competence?", *Quality of Management Education – The Challenge of Changing Scenario*, Deep & Deep Publications, 319-324.

Soch, Harmeen Kaur and Bery, Rupali (2005), "Going Beyond Lecturing: Management Education Begins With Experience", *Quality of Management Education – The Challenge of Changing Scenario*, Deep & Deep Publications, 253-260.

Soch, Harmeen Kaur and Sandhu, H. S. (2003), "Impact of Information Technology on the Indian Banking Sector", *Economic Reforms in India From First Generation to Second Generation and Beyond*, Deep & Deep Publications, 413-422.

Papers in Conference Proceedings

Kaur, Kuljit and Soch, Harmeen (2017), "Moderating Role of Face Consciousness on the relationship between Image Congruence and Behavioural Intention: A Comparative Study of Indian and Canadian Smartphone Market" presented at the *"7th IIMA Conference on Marketing in Emerging Economies"* IIM, Ahmedabad, 61-66.

Soch, Harmeen, and Kaushik, Priyanka (2017), "Understanding Antecedents of Customer Engagement Behaviour and its Relationship with Marketing Metrics" presented at the *2017 Annual Conference of Emerging Markets Conference Board (EMCB)*, IIM, Lucknow, 216-222.

Soch, Harmeen and Kaushik, Priyanka (2017), "Moderating Role of Engagement on the Relationship between Negatively-Valenced Word of Mouth and Loyalty" *Global Conference on Business and Finance*, Las Vegas, USA, 235-242.

Soch, Harmeen and Kaushik, Priyanka (2016), "Moderating Role of Incentives on the Relationship Between Customer Characteristics and Customer Engagement Behaviour", presented at *2nd International Conference on Latest Innovations in Science, Engineering and Management*, Goa, India, 39-47.

Singh, Priyanka and Soch, Harmeen (2015), "Examining Mediating Effects of Customer Shopping Experience on the Relationship between Antecedents of In-Store Experience and Impulse Buying – A Theoretical Framework" *4th International Conference on Business, Management and Governance*, New York, USA, 39-48.

Soch, Harmeen; Kaur, Kuljit; Gill, Amrinder and Gill, Harnek (2014), "Role of Corporate Image, Perceived Risk and Trust on the Usage Frequency of Smart Phones in Emerging Markets" *International Conference for Advanced Research in Business. Vancouver Conference Proceedings*, Vancouver, Canada.

Aggarwal, Nidhi and Soch, Harmeen (2011), "Theoretical Considerations of Value Creation in Business Relationships - A Customer's Perspective", *International Conference on Innovative Business Strategies for Corporate Excellence*, Delhi Institute of Advanced Studies, India

Kaur, Harsandaldeep and Soch, Harmeen (2011), "Validating Antecedents of Customer Loyalty for Cell Phone Users" presented at the *4th IIMA Conference on Marketing in Emerging Economies*, IIM, Ahmedabad, 235-240.

Soch, Harmeen and Sandhu, H. S. (2007), "Customer Relationship Management and its Returns in the Indian Pharmaceutical and Healthcare Sector" presented at the 2nd *IIMA Conference on Research in Marketing*, IIM, Ahmedabad, 21-22.

Conferences Abroad

Kaur, Kuljit and Soch, Harmeen (2017), "Examining the Role of Self-Congruity and Consumption Emotions in Predicting Customer Satisfaction towards Smartphone" *18th International Conference of Management and Behavioural Sciences organized by SMBS- Canada* held at Ramada Plaza Hotel, Toronto, Canada (June 26-27, 2017).

Soch, Harmeen and Kaushik, Priyanka (2017), "Moderating Role of Engagement on the Relationship Between Negatively-Valenced Word-of-Mouth and Loyalty" presented at *2017 Las Vegas Global Conference on Business and Finance*, Las Vegas, USA.

Singh, Priyanka and Soch, Harmeen (2015), "Examining Mediating Effects of Customer Shopping Experience on the Relationship between Antecedents of In-Store Experience and Impulse Buying – A Theoretical Framework" presented at the *4th International Conference on Business, Management and Governance*, New York, USA.

Soch, Harmeen and Kaur, Kuljit (2015), "Moderating Role of Face Consciousness on the Relationship between Image Congruence and Behavioral Intention" presented at *15th International Conference of Management and Behavioural Sciences*, Vancouver, BC, Canada.

Soch, Harmeen (2015), "Customer Relationship Management - Scale Development and Impact on Profitability" presented at *15th International Conference of Management and Behavioural Sciences*, Vancouver, BC, Canada.

Soch, Harmeen; Kaur, Kuljit; Gill, Harnek and Gill, Amrinder (2014), "Impact of Corporate Image and Perceived Risk on the Usage Frequency of Smart Phones" presented at the *2014 INFORMS Marketing Science Conference* at Atlanta, Georgia, USA [June 11-14].

Soch, Harmeen; Kaur, Kuljit; Gill, Amrinder and Gill, Harnek (2014), "Role of Corporate Image, Perceived Risk and Trust on the Usage Frequency of Smart Phones in Emerging Markets" presented at the *Vancouver International Conference for Advanced Research in Business* held at Vancouver, Canada.

Kaur, Harsandaldeep and Soch, Harmeen (2013), "Mediating Role of Commitment, Switching Costs & Corporate Image on the Relationship between Satisfaction and Customer Loyalty" presented at the *2013 Summer Marketing Educators Conference* held at Boston, MA, USA [Aug 9-11].

Soch, Harmeen and Aggarwal, Nidhi (2012), "Moderating Role of Customer Participation on Corporate Reputation and Customer Citizenship Behavior" presented at the *34th ISMS Marketing Science Conference* held at Boston, MA, USA [June 7-9].

- Soch, Harmeem and Multani, Navneet (2011), "Influence of Perceived Relationship Investment and Cross-buying on Share of Wallet" presented at the 33rd ISMS *Marketing Science Conference* held at Houston, Texas, USA.
- Soch, Harmeem Kaur and Sandhu, H. S. (2006), "Customer Relationship Management Consciousness in Indian Companies and its Impact on their Financial Performance" presented at the *2006 AMA Summer Educators' Conference* organized by the American Marketing Association held at Chicago, USA [Aug 4-7].
- Soch, Harmeem Kaur and Ramaswami Sridhar (2006), "Returns on Investments in Customer Relationship Management – A Case Study of Indian Manufacturing Companies" presented at the *2006 INFORMS Marketing Science Conference* organized by the University of Pittsburg, Pittsburg [Presented by Pf. Sridhar Ramaswami].

Conferences in India

- Seth, Upasana and Soch, Harmeem (2022), "Negative WOM and Switching Beyond Forgiveness: The Moderating Role of Individual Personality Traits on Brand Hate and Brand Forgiveness in the E-commerce Sector." presented in the *12th edition conference on Excellence in Research and Education (CERE): Digital Decade: E-Learning, E-Business, and E-Working* at Indian Institute of Management, Indore.
- Seth, Upasana and Soch, Harmeem (2022), "Understanding Brand Switching in E-Commerce Sector: Does Big-Five Matter?" presented at *2nd International Conference on Changing Business Paradigm, (ICCBP-2022): Rethinking Business Agility during Uncertainty* at Management Development Institute Murshidabad, West Bengal, India.
- Seth, Upasana and Soch, Harmeem (2021), "Relating Big-Five Model with Switching: Mediating Role of Brand Hate in a Fluid World" presented at *ISDI-Global Conference 2021 on Leading Business in a fluid world* at Indian Institute of Management, Nagpur.
- Kaur, Kiranbir and Soch, Harmeem (2021), "Need for Uniqueness a Missing Link Between Materialism and Brand Prominence" presented at *ISDI-Global Conference 2021 on Leading Business in a fluid world* at Indian Institute of Management, Nagpur [Presented by Ms. Kiranbir Kaur].
- Pabla, Harleen and Soch, Harmeem (2021), "Understanding Airline Brand Experience in a Fluid World" presented at *ISDI-Global Conference 2021 on Leading Business in a fluid world* at Indian Institute of Management, Nagpur.
- Pabla, Harleen and Soch, Harmeem (2020), "Impact of Marketing Communication Channels on Brand Experience- A Study of Airline Industry in India Before and Amidst COVID-19" presented at *TEQIP-III sponsored E-International conference on Socio-Economic and Health Challenges due to COVID-19 and Mitigation Strategies (SEHCM-2020)* organized

by the Centre for Continuing Education (CCE), Dr B R Ambedkar National Institute of Technology, Jalandhar.

- Pabla, Harleen and Soch, Harmeem (2019), "The Mediating Role of Brand Love on the Relationship between Brand Experience and Brand Satisfaction: A Comparative Study of Public Sector and Private Sector Players in the Indian Aviation Sector" presented at *International conference on Sustainable Development Goals and Management Practices in Tourism and Hospitality Sector at Department of Tourism & Airlines* at School of Hotel Management and Tourism, Lovely Professional University, Jalandhar.
- Pabla, Harleen and Soch, Harmeem (2019), "Brand Experience: Its Dimensions and Consumers' Willingness to Pay (WTP) a Price Premium in Online Context" presented at *International Conference on Strategic Marketing Initiatives in Emerging Markets*, The Business School, University of Jammu, Jammu.
- Kaur, Jaspreet and Soch, Harmeem (2019), "Interaction between Brand Trust and Customer Brand Engagement as a Determinant of Brand Equity", presented at *International Conference on Sustainable Development and Social Innovation in Business (ICSSB-2019)* at Chandigarh University [Presented by Ms. Jaspreet Kaur].
- Kaur, Jaspreet and Soch, Harmeem (2019), "Mobile Shopping Adoption by Indian Consumers: An Examination of Extended Technology Acceptance Model", presented at *International conference on Sustainable Development and Social Innovation in Business (ICSSB-2019)* at Chandigarh University [Presented by Ms. Jaspreet Kaur].
- Kaur, Jaspreet and Soch, Harmeem (2018), "Predicting Intention to Adopt Mobile Shopping: An Integrated Model of Technology Acceptance and Flow Theory" presented at ICCSR Sponsored National Seminar "*Digitalizing India An Endeavour to Empower and Transform Business*" at MCM DAV College for Women, Chandigarh, 92-102 [Presented by Ms. Jaspreet Kaur].
- Kaur, Kuljit and Soch, Harmeem (2017), "Moderating Role of Face Consciousness on the relationship between Image Congruence and Behavioral Intention: A Comparative Study of Indian and Canadian Smartphone Market" presented at the "*7th IIMA Conference on Marketing in Emerging Economies*" IIM, Ahmedabad [Presented by Ms. Kuljit].
- Soch, Harmeem and Kaushik, Priyanka (2017), "Understanding Antecedents of Customer Engagement Behaviour and its Relationship with Marketing Metrics" presented at the *2017 Annual Conference of Emerging Markets Conference Board (EMCB)*, IIM, Lucknow [Presented by Ms. Priyanka Kaushik].
- Soch, Harmeem and Kaushik Priyanka (2017), "Role of Customer Engagement and its Impact on Firms Profitability in Indian Retail Sector", presented at *National Seminar on the Retail Makes Headway, Pulling Out All the Stops: An Indian Perspective*, at Mehar Chand Mahajan DAV College for Women, Chandigarh.

- Soch, Harmeen and Kaushik, Priyanka (2016), "Moderating Role of Incentives on the Relationship Between Customer Characteristics and Customer Engagement Behaviour", presented at 2nd International Conference on Latest Innovations in Science, Engineering and Management, Goa, India.
- Singh, Priyanka and Soch, Harmeen (2015), "Examining the Moderating Role of Brand Perceptions on the Relationship between Social Environment and Customer Shopping Experience" *2015 IMRA-IIMB International Conference "Inclusive Growth & Profits with Purpose: New Management Paradigm"* IIM, Bangalore [Presented by Ms. Priyanka Singh].
- Singh, Priyanka and Soch, Harmeen (2015), "Moderating and Mediating Effects of Antecedents of Customer Shopping Experience and its Relationship with Impulse Buying – A Conceptual Framework" *4th Biennial Conference organized by Indian Academy of Management*, Indian Institute of Management, Lucknow (Noida Campus) [Presented by Ms. Priyanka Singh].
- Kaur, Kuljit and Soch, Harmeen (2015), "Moderating Role of Face Consciousness on the Relationship between Image Congruence and Behavioral Intention: A Study of Smartphone Market" *2015 IMRA-IIMB International Conference*, Bengaluru (Bangalore), India [Presented in Absentia].
- Soch, Harmeen and Aggarwal, Nidhi (2013), "Moderating Role of Perceived Risk in Customer-based Corporate Reputation and Customer Citizenship Behavior" presented at the 5th IIMA Conference on Marketing in Emerging Economies held at Ahmedabad, India. (Presented by Nidhi Aggarwal).
- Kaur, Harsandaldeep and Soch, Harmeen (2012), "Mediating Role of Commitment and Corporate Image in the Formation of Customer Loyalty" presented at the *International Conference in Marketing on Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead* organized at IIM, Lucknow (Noida Campus), Noida, India.
- Soch, Harmeen (2012), "Investigating Factors Affecting Locational Convenience & One-Stop Shopping Experience For Customers in Shopping Malls" presented at *Two Day National Conference Managing in a Global Economy: Emerging Challenges for Management Profession*, Post Graduate Department of Business Administration, Swami Satyanand College of Management & Technology, Amritsar, India.
- Sabharwal, Nidhi and Soch, Harmeen (2011), "Confirmatory Factor Analysis of Determinants of Service Recovery" presented at the *5th International Conference on Services Management* organized jointly by Penn State School of Hospitality and Management (USA); Oxford Brookes University Business School (UK) in collaboration with IIMT held at New Delhi, India [**Adjudged the Best Paper in Conference**].
- Soch, Harmeen and Gill, Tripat (2011), "Moderating Role of Culture on Attitude towards Use of Wireless Web Mobile Technologies" presented at the *National Seminar on Service*

- Orientation Approach to Create Superior Customer Value* at Department of Commerce, University of Jammu, India.
- Kaur, Harsandaldeep and Soch, Harmeem (2011), "Validating Antecedents of Customer Loyalty for Cell Phone Users" presented at the 4th *IIMA Conference on Marketing for Emerging Economies* at IIM, Ahmedabad, India.
- Gill, Tripat; Soch, Harmeem and Kaur, Vishavjeet (2011), "Exploring Antecedents of Wireless Web Adoption" presented at the 8th *AIMS International Conference on Management* at Indian Institute of Management (IIM), Ahmedabad, India.
- Soch, Harmeem and Aggarwal, Nidhi (2011), "Theoretical Considerations of Value Creation in Business Relationships" presented at the *International Conference on Innovative Business Strategies for Corporate Excellence* at Delhi Institute of Advanced Studies, Delhi, India [Presented by Ms. Nidhi Aggarwal].
- Kaur, Navneet and Soch, Harmeem (2010), "Moderating Effects of Consumer Characteristics on Customer Satisfaction and Share-of-wallet" presented at the *International Conference on Strategic Marketing of Consumer and Technology Products* at University Business School, Punjab University, Ludhiana, India [Presented by Ms. Navneet Kaur].
- Soch, Harmeem; Gill, Tripat and Kaur, Vishavjeet (2010), "Critical Evaluation of Wireless Web Adoption" presented at the 3rd *International Conference of Marketing and Business Strategy (ICOMBS)* at Indian Business School (IBS), Hyderabad, India.
- Gill, Tripat; Soch, Harmeem and Kaur, Vishavjeet (2010), "Critical Success Factors and Driving Forces of Wireless Web Adoption" presented at the *National Seminar on Bricks to Clicks: Emerging Trends in Business* at Chandigarh Business School (CBS), Mohali, India [**Adjudged the Best Paper in the Marketing Track**].
- Sabharwal, Nidhi; Soch, Harmeem Kaur and Kaur, Harsandaldeep (2009), "Are We Satisfied with Incompetent Services? A Framework for Service Providers" presented at the 3rd *IIMA Conference on Marketing Paradigms for Emerging Economies* held at Indian Institute of Management, Ahmedabad.
- Aggarwal, Nidhi and Soch, Harmeem (2009), "CRM – An Iron Sheet to the Winds of Recession", presented at the National Seminar on *Global Economic Meltdown – Repercussions and Remedies* held at Department of Commerce, H. P. University, Shimla. [Presented by Nidhi Aggarwal].
- Kaur, Harsandaldeep; Soch, Harmeem Kaur and Sabharwal, Nidhi (2008), "Impact of Relationship Marketing Variables on Behavioral and Attitudinal Dimensions of Brand Loyalty", Presented at *International Conference on Brand Management* held at IMT-Ghaziabad [Presented by Ms. Harsandaldeep Kaur].
- Sabharwal, Nidhi; Soch, Harmeem Kaur and Kaur, Harsandaldeep (2008), "Service Recovery: A Strategy for Better Customer Relationship Management", presented at the *National*

- Seminar on Customer Relationship Management in Banking and Insurance Sector* held at DIMT, Doraha [Presented by Ms. Nidhi Sabharwal].
- Kaur, Harsandaldeep; Soch, Harmeen Kaur and Sabharwal, Nidhi (2008), "Impact of Relationship Marketing Outcomes on Customer Loyalty", presented at the *National Seminar on Customer Relationship Management in Banking and Insurance Sector* held at DIMT, Doraha [Presented by Ms. Harsandaldeep Kaur].
- Soch, Harmeen Kaur and Sandhu, H. S. (2007), "Customer Relationship Management and its Returns in the Indian Pharmaceutical and Healthcare Sector", presented at the *2nd IIMA Conference on Research in Marketing* held at Indian Institute of Management, Ahmedabad.
- Soch, Harmeen Kaur and Sandhu, H. S. (2006), "Customer Relationship Management Consciousness in Indian Companies and its Impact on their Financial Performance" presented at the International Conference on *Returns on Marketing Investments* held at Indian Institute of Management, Ahmedabad jointly with Zyman Institute of Brand Science (ZIBS), Goizueta Business School, Emory University, Atlanta.
- Soch, Harmeen and Dogra, Vishal (2005), "ITC Limited – Forays into the Foods Business" (Case Study) presented at the *1st International Conference on Marketing Paradigms in Emerging Economies* at the Indian Institute of Management, Ahmedabad, India.
- Soch, Harmeen Kaur and Sandhu, H. S. (2005), "Impact of Customer Relationship Management on the Financial Performance of Companies in India" presented summary of Ph.D. thesis at the *37th Annual Convention of Operational Research Society of India (ORSI)*, Indian Institute of Management, Ahmedabad, India [**Won the Best Thesis award**].
- Soch, Harmeen Kaur and Bery, Rupali (2003), "Going beyond Lecturing: Management Education Begins with Experience", presented at National Seminar organized by University Business School, Punjab University, Chandigarh on *Management Education: The Challenge of Change*.
- Soch, Harmeen Kaur and Kaur, Mandeep (2003), "Entrance Evaluation Systems: Do They Reflect Student Competence?" presented at National Seminar organized by University Business School, Punjab University, Chandigarh on *Management Education: The Challenge of Change*.
- Soch, Harmeen Kaur and Sandhu, H. S. (2002), "Impact of Information Technology on the Indian Banking Sector" presented at the UGC sponsored conference organized by University Business School, Punjab University, Chandigarh on *Second Generation Reforms*.

Participation in Summer Schools and Workshops Abroad

2013 – Workshop on Quantitative Marketing and Structural Econometrics organized jointly by Columbia University, Duke University and UCLA (July 30 – Aug 1).

- 2012** – Participated in the **NAFSA 2012 Annual Conference and Expo** through the IACC Delegation to USA. Managed a stall of IKGPTU at NAFSA and participated in meetings with over 30 colleges and universities of USA (May 27-June 1).
- 2011** – **Workshop on Structural Equation Modeling** organized by Data Analysis Training Institute of Connecticut (DATIC), University of Connecticut, USA (June 20-24).
- 2009** – Training Program on **Structural Equation Modeling: Advanced Longitudinal Modeling** organized by the Quantitative Psychology Training Program of the Department of Psychology at the University of Kansas, Lawrence, Kansas, USA (June 8-12).
- 2008** – Training Program on **Structural Equation Modeling: Foundations and Extended Applications** organized by the Department of Psychology at the University of Kansas, Lawrence, Kansas, USA (June 1-5).

Participation in FDPs / MDPs / Seminars and Workshops in India

- 2021** – **Online Faculty Development Programme on Partial Least Squares and Structural Equation Modeling** conducted by Indian Institute of Management, Visakhapatnam (IIMV) (April 19-22).
- 2020** – **Awareness Webinar on Outcome Based Education and Accreditation** Organized by IKGPTU and MRSPTU (December 9)
- 2020** – **Three Days Online Workshop on Quantitative Research and its Types** organized by School of Education, Guru Nanak Dev University, Amritsar under Pandit Madan Mohan Malviya National Mission on Teachers and Teaching (PMMMNTT) (November 23-25).
- 2020** – **One Week Workshop on Designing MOOCs** organized by School of Education, Guru Nanak Dev University, Amritsar under Pandit Madan Mohan Malviya National Mission on Teachers and Teaching (PMMMNTT) (September 18-24).
- 2020** – **Online Workshop on Advanced Multivariate Data Analytics: Moderation and Mediation Analysis using AMOS and Process Macro** organized by Indian Institute of Management, Vishakhapatnam (September 7-11).
- 2020** – **Online FDP on How to Teach Online** organized by Indian Institute of Management, Indore (27th July – 1st August).
- 2019** – **Workshop on Advanced Structural Equation Modeling, Moderation and Mediation Analysis Using AMOS, Smart PLS, & Process Macro** organized by Institute of Management Technology, Gaziabad (June 4-7).

- 2015 – Workshop on Teaching Marketing Research** organized by Indian Institute of Management, Lucknow, Noida Campus (November 18-20).
- 2015 – Workshop on Leveraging the Power of Data Driven Marketing for Achieving Marketing Excellence** organized by Indian Institute of Management, Lucknow, Noida Campus (April 23-25).
- 2014 – Six-day Workshop on 'Universal Human Values and Ethics'** organized by Galgotias University, Uttar Pradesh (January 27 - February 1).
- 2013 – Management Development Program (MDP) on Innovating for Excellence: Programme for Leaders in Management Education** organized by Indian Institute of Management, Ahmedabad (IIMA) (Dec 2-7).
- 2011 – National Seminar on Service-Led Growth: The Role of Service Sector in Indian Economic Development** organized by Department of Commerce and Business Management, Guru Nanak Dev University, Amritsar (April 29).
- 2010 – Workshop on Structural Equation Modeling** organized by IBS, Hyderabad in collaboration with SPSS, Bangalore, India (Dec 1-2).
- 2010 – Workshop on Research Methodology** organized by the School of Social Sciences, Guru Nanak Dev University, Amritsar, in Collaboration with SPSS, Bangalore, India (Apr 19-24).
- 2009 – Workshop on Analytical Techniques for Research** organized by the Dept. of Commerce & Business Management, Guru Nanak Dev University, Amritsar, India (Dec 1-8).
- 2007 – Training Program in SPSS – 15.0** organized by the School of Management Studies, Jawaharlal Nehru Technological University, Hyderabad (Apr 4-6).
- 2006 – UGC sponsored Refresher Course** in Commerce & Business Management (Dec 8-28).
- 2005 – UGC sponsored Refresher Course** in Commerce & Business Management (Nov 25 – Dec 15).
- 2005 – Faculty Development Programme (FDP) at The ICFAI University** (August 9).
- 2005 – UGC sponsored General Orientation Course** (Feb 21 – 19 Mar).
- 2003 – UGC sponsored Refresher Course** in Commerce & Business Management (Sep 3-23).
- 2003 – Faculty Development Programme (FDP) at the Indian Institute of Management, Ahmedabad (IIMA)** (Nov 11, 2002 – Mar 6).

2001 – Faculty Development Programme (FDP) at the Indian Institute of Information Technology & Management (IIITM), Gwalior (Dec 3 – 14).

Conferences and Workshops Organized

2016– "7-Day National Workshop on Research Methodology: Basics and Advances in Structural Equation Modeling" at Punjab Institute of Management, IKGPTU Main Campus (Jun 23 - Jun 29). Delivered talks on various issues of Research Methodology; Scaling and Measurement; Causation in Social research; Academic Writing and Publishing in Top-tier Journals.

2016 – "2-Day Workshop on Basics of Research Methodology & Statistical Tools" at Punjab Institute of Management, IKGPTU Main Campus (Apr 15-16).

2015– "7-Day National Workshop on Advanced Research Methodology" at Punjab Institute of Management, IKGPTU Main Campus (Nov 28 - Dec 4). Delivered talks on various issues of Research Methodology; Scaling and Measurement; Reliability and Validity.

2015– "Faculty Development Programme on Research Methodology - Introduction to Multivariate Data Analysis and Time Series Analysis" at Punjab Institute of Management, IKGPTU Main Campus (April 4-5). Delivered talks on basics of research methodology.

2015– "Faculty Development Programme on Research Methodology - Introduction to Multivariate Data Analysis and Time Series Analysis" at Punjab Institute of Management, IKGPTU Main Campus (Feb 21-22). Delivered talks on basics of research methodology.

2012 – "International Conference on Marketing in Emerging Economies: An Agenda for the Next Decade" (Co-chair along with Prof. Jan-Benedict Steenkamp) jointly with The Kenan-Flagler Business School, The University of North Carolina at Amritsar, India. 60 research papers were presented by participants from over 10 countries [Dec 15-16].

2011– "Structural Equation Modeling (SEM) using AMOS" at the 8th International AIMS Conference held at IIM, Ahmedabad (Jan 1-4). Took sessions on basics of SEM.

Academic Service

Research Journals

Article Editor, Sage Open, Sage Publication (2012).

Ad-Hoc Reviewer, International Journal of Bank Marketing, Emerald (2011).

Ad-Hoc Reviewer, AIMS International Journal of Management (2010 – Present).

Ad-Hoc Reviewer, Journal of International Marketing, AMA, USA (2008 – Present).

Ad-Hoc Reviewer, Vikalpa, Indian Institute of Management, Ahmedabad, India (2009-2014).

Ad-Hoc Reviewer, Asia Pacific Journal of Marketing and Logistics, UK (2007).

Academic Conferences

Reviewer AMA Summer Educators' Conference held at San Francisco, USA, for *Services Marketing Track* (2011).

Reviewer, AMA Summer Educators' Conference to be held at Boston, USA, for *Digital & Mobile Marketing Track* and *Services Marketing Track* (2010).

Ad-Hoc Reviewer, ACR North American Conference, Pittsburg, USA (2009).

Reviewer AMA Winter Educators' Conference held at Tampa, USA, for *Sales and Relationship Management Track* (2009).

Reviewer AMA Summer Educators' Conference held at San Diego, USA, for *Services Marketing Track* (2008).

Reviewer AMA Winter Educators' Conference held at Austin, Texas, USA, for *Services Marketing Track* and *Sales and Relationship Management Track* (2008).

Reviewer 1st International Conference on Brand Management, IMT, Gaziabad INDIA (2008).

Academic Affiliation

Member, American Marketing Association (AMA), Chicago, IL, USA.

Member, Association of Indian Management Scholars International (AIMS), Houston, TX, USA.

Member, Association for Consumer Research (ACR), Duluth, MN, USA.

Member, INFORMS Society for Marketing Science (ISMS), Hanover, MD, USA.

Member, Academy of Management, Briarcliff Manor, NY, USA.

Doctoral / M. Phil Supervision

2019– [Doctoral Candidate – Ms. Upasna Seth]. Mediating Role of Brand Hate and Brand Forgiveness on the Relationship Between Big Five Personality Traits and Brand Switching - Study of the E- Commerce shopping websites / apps. **Pursuing Thesis Work**

2019– [Doctoral Candidate – Ms. Kiranbir Kaur]. Mediating role of emotional, social value and self-congruence between brand prominence and purchase intention: A study on Activewear sector in India. **Pursuing Thesis Work**

2019– “Mediating Role of Brand Love and Brand Personality on the Relationship between Brand Experience and Brand Satisfaction: Study of Aviation Sector” [Doctoral Candidate – Ms. Harleen Pabla]. **Pursuing Thesis Work**

2018– “Examining the Consequences of Image Congruence in Mall Shopping Behavior” [Doctoral Candidate – Ms. Kuljit Kaur]. **Degree Awarded.**

2015– “Influence of Customer-based Corporate Reputation on Customer Citizenship Behavior: A Study of Supermarkets in India” [Doctoral Candidate – Ms. Nidhi Aggarwal]. **Degree Awarded.**

- 2015** – *"Adoption of M-Commerce Strategies in India"*[Doctoral Candidate – Ms. Jaspreet Kaur] **Thesis Submitted.**
- 2015** – *"Investigating Antecedents of Customer Engagement Behavior and its Impact on Firm Value"*[Doctoral Candidate – Ms. Priyanka Kaushik]. **Thesis Submitted.**
- 2013**– *"Impact of Service Recovery on Customer Satisfaction: A Study of Telecommunication Sector in India"* [Doctoral Candidate – Ms. Nidhi Sabharwal]. **Degree Awarded.**
- 2012** – *"Impact of Customer Relationship Management on Customer Loyalty: A Study of the Indian Cellular Industry"* [Doctoral Candidate – Ms. Harsandaldeep Kaur]. **Degree Awarded.**
- 2007** – *"Retail Strategies of Shopping Malls – A Study of Amritsar City"* [M. Phil Candidate – Ms. Simran]. **Degree Awarded.**

Invited Lectures / Talks

- 2021**– **"Analyzing Market for Startups"** at 6 Weeks TEDP on **"Web Technologies and Full Stack Development (8th Nov- 14th Dec, 2021)"** to the faculty and students of Guru Nanak Dev University College, Jalandhar, India (Nov, 17).
- 2021**– **"Latest Trends in Marketing"** to the students of BBA of Abbottabad University of Science & Technology, Pakistan (July 2).
- 2020** – **"How to Teach Online and Engage Students in Virtual Classrooms"** to the delegates of AICTE sponsored Online Six Days Short Term Training Programme on **"Changing Paradigms in Management Education (24th – 29th August, 2020)"**, Gujranwala Guru Nanak Institute of Management and Technology, Ludhiana, Punjab, India (August, 24).
- 2020** – Resource Person for Two Day International Symposium on **"Impact of COVID-19 on The Business World (19th – 20th June, 2020)"**, Gujranwala Guru Nanak Institute of Management and Technology, Ludhiana, Punjab, India (June, 20).
- 2020** – Resource Person for a workshop on **"Academic Writing and Publishing in Top Tier Journals"**, Lahore Business School, University of Lahore, Pakistan (January, 8).
- 2017** – Resource Person for Technical Session - I, UGC Sponsored National Seminar on **"Retail Makes Headway, Pulling Out All the Stops: An Indian Perspective"** at MCM DAV College for Women, Chandigarh, India (February 28)
- 2016** – **"Publishing in Top-tier Journals"** to the delegates of "UGC-sponsored Faculty Development Programme on Advanced Techniques in Research" organized by Hans Raj Mahila Maha Vidyalaya, Jalandhar (March 31).

- 2016–***"Measurement and Scaling"* to the delegates of "UGC-sponsored Faculty Development Programme on Advanced Techniques in Research" organized by Hans Raj Mahila Maha Vidyalaya, Jalandhar (March 31).
- 2011 –***"Confirmatory Factor Analysis"* to the delegates of "UGC-sponsored 2-day National Symposium on Research Methodology and Computer Applications for Social Sciences" held at BBK DAV College, Amritsar (March 10).
- 2011 –***"Discriminant Analysis"* to the delegates of "UGC-sponsored 2-day National Symposium on Research Methodology and Computer Applications for Social Sciences" held at BBK DAV College, Amritsar (March 10).
- 2011 –***"Basics of Structural Equation Modeling"* to the delegates at GGSDS College for 2-day Workshop on Research Methodology, Chandigarh (February 27).
- 2011 –***"Factor Analysis"* to the delegates at GGSDS College for "2-day Workshop on Research Methodology", Chandigarh (February 26).
- 2011 –***"Basics of SPSS"* to the delegates at GGSDS College for "2-day Workshop on Research Methodology", Chandigarh (February 26).
- 2011 –***"Wireless Web Mobile Technology"* to the faculty and students of SSSS College of Commerce, Amritsar (February 17).
- 2010 –***"M-Governance"* at a Faculty Development Programme (FDP) for the faculty and administrative officers of IKGPTU and its affiliating colleges (November 14).
- 2010 –***"Trends in Mobile Commerce"* at a Conference on Contemporary Issues in Management to the delegates at GGSDS College, Chandigarh (September 26).
- 2010 –***"Mobile Technologies – Boon or Bane?"* to the members of Rotary Club Main, held at Amritsar Club (March 18).
- 2010 –***"Cluster Analysis"* to the delegates of ICSSR sponsored "Workshop on Research Methodology" held at Khalsa College for Women, Amritsar (February 19).
- 2010 –***"Use of 3G Technology in our Daily Lives"* to the members of Rotary Club Amritsar South-East, held at Amritsar Club, Amritsar (February 3).
- 2009 –***"Smartphones in Today's World"* to the members of Rotary Club Amritsar North, held at Sakhi Guest House, Amritsar (November 29).
- 2009 –***"Life with Usage of Mobile Technologies"* to the Members of Rotary Club Amritsar South, held at Hotel Mohan International, Amritsar (November 25).

2008 – "Mobile Commerce" to the faculty of various colleges of Punjab, held at ICFAI College, Amritsar, India (November 12).

2007 – "Measurement Process in Research Methods – Scales and their Reliabilities" at UGC Sponsored Workshop on Research Methodology held at HMV College, Jalandhar, India (March 26).

2005 – "Customer Relationship Management Research" to Faculty Development Program Participants at the Indian Institute of Management, Ahmedabad, India (January 14).

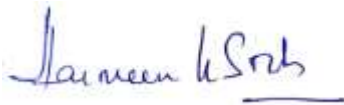
2000 – "Contemporary Marketing" at a Workshop on Modern Management Methods to the faculty and students of Guru Nanak Dev University College, Jalandhar, India (November 28).

2000 – "Job Opportunities" at a Workshop on Personality Development to the faculty and students of Guru Nanak Dev University College, Jalandhar, India (October 25).

2000 – "Preparing for Interviews" at a Workshop on Personality Development to the faculty and students of Guru Nanak Dev University College, Jalandhar, India (October 20).

2000 – "Preparing for Group Discussions" at a Workshop on Personality Development to the faculty and students of Guru Nanak Dev University College, Jalandhar, India (October 16).

Software Skills: SPSS for Multivariate Data Analysis; AMOS for Structural Equation Modeling, Basic LISREL, Smart PLS.



(Harmeem Soch)