



PROFILE

Dr. Ishani Patharia Chopra is currently working as an Associate Professor in the Department of Commerce, Bhagat Phool Singh Mahila Vishwavidyalaya, Haryana. She has more than 16 years of teaching experience. She has completed an *ICSSR sponsored* major project on Corporate Social Performance and its Drivers. She has been awarded the prestigious *Professor Mannubhai M. Shah Memorial Research Gold Medal by the Indian Commerce Association for her research work in Marketing domain*. She has published more than 35 papers including some in ABDC and ABS listed journals such as Industrial Marketing Management (ABDC-A*, ABS-3, IF-10.3), Tourism Recreation Research (ABDC-A*, ABS-2, IF- 4.2), Electronic Markets (ABDC-A, ABS-3, IF-7.8), Journal of Public Affairs (ABDC-B, ABS-1, IF-2.6), and Competition and Regulation in Network Industries (ABDC-B). She has delivered more than 150 lectures on research methodology and techniques. Her academic and research interests include Marketing, Quantitative techniques for business and research, Corporate social responsibility, and Sustainable development.

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EDUCATION

Ph. D. (Marketing- Green Purchase Behavior)
M. Com. (6th position in Maharshi Dayanand University)
M. B. A. (Marketing)
NET (Commerce), JRF (Management)

WORK EXPERIENCE

Bhagat Phool Singh Mahila Vishwavidyalaya [Assistant Professor]

April 2012- till date
[Assistant Deans' Student Welfare,
Meditation Ambassador,
Nodal Officer, ERP
Deputy Director, Public Relations]

G. V. M. Girls College [Assistant Professor]

July 2008-April 2012
[Incharge, B. Com. (Hons.) and M. Com.]

FOR RESEARCH PROFILE

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