

Faculty Profile

Name	:	Anuja Shukla
Designation	:	Assistant Professor
Department/School/Special Centre	:	School of Business Management
Off. Phone Number	:	
Off. Email ID	:	anuja.shukla@niu.edu.in
Qualifications	:	Ph.D., M.Phil. (Gold Medal & Silver Medal), M.B.A. (Marketing & Retail Management), M.A. (Economics), UGC-NET (June 2010, Dec 2010)
Areas of Teaching Interest	:	Marketing, Consumer Behavior, Retail Management
Areas of Research Interest/Specialization	:	Electronic Word of Mouth, Consumer Behaviour, Digital Marketing, m-Commerce
Experience	:	6years
Awards & Honours	:	<p>Recipient of President /Gold Medal for securing highest marks in all PG Programmes in University</p> <p>*Director/Silver Medal for securing highest marks in M.Phil.- Management)</p> <p>*Received Best Paper Award at FMS, University of Delhi on 10th Feb 18.</p> <p>*Received Best Research Paper Award at Amity International Business School, Noida on 15th Sep17.</p> <p>*Won 'Best Research Methodology Award' at 7th Doctoral Conference at HIMCS, Mathura, 29 July 16.</p> <p>*Won first Prize and received cash 5000/-Rs. at National conference at Symbiosis Noida, 7-8 March14.</p> <p>*Won first Prize and received cash 3000/- Rs at National seminar atITSIM Gr. Noida on 14-15 Dec13.</p> <p>*Won 1stprize in GK contest at district level organised by Aptech,Unnao.</p> <p>*Awarded for the most creative student in scout guide camp.</p> <p>*Received 1st prize in 'Akhand Bhartiya Sanskrit gyanpariksha'</p> <p>*Received first prize in debate at district level.</p>
International Collaboration/Consultancy	:	

<p>Best Peer Reviewed Publications (upto 5)</p>	<p>:</p>	<ol style="list-style-type: none"> 1. Shukla, A., Sharma, S.K., (2018), Evaluating Consumer’s Adoption of Mobile Technology for Grocery Shopping: An Application of Technology Acceptance Model, <i>Vision– The Journal of Business Perspective</i>, SAGE publication, 22(2), 185-198. 2. Shukla, A., Sharma, S.K., (2017), A System Dynamic Approach to Understand Impact of Electronic Word of Mouth on Box-office Revenue. <i>SAMVAD: SIBM Pune Research Journal</i>, Vol XIV, 19-25. 3. Sharma, S. K., & Shukla, A., (2017), Impact of Electronic Word of Mouth on Consumer Behaviour and Brand Image. <i>Asian Journal of Management</i>, 8(3), 501-506. 4. Sharma, S. K., & Shukla, A., (2017), Revival of the ‘Golden Bird’: A Gap Analysis of Governments Initiatives and Tourist Expectations in Uttar Pradesh using Systems Approach. <i>International Journal of Advances in Social Sciences</i>. Vol 5 Issue 2, 51-60. 5. Shukla, A., Shukla, A., (2014), A Conceptual Study on Diffusion Process of Viral Idea, <i>PISER</i>, Vol.02, Issue: 03/06, 186-192.
<p>Recent Peer Reviewed Journals/Books (upto 3)</p>	<p>:</p>	<p>Book Published Shukla A., Sharma, S. K., Grocery Shopping behavior of Consumer on mobile Apps with reference to Indian Consumers, LAP lambert academic publishing, Germany, 2017</p> <p>Chapter publication Chapter entitled ‘M-commerce: A boon or bane for Grocery Shoppers’ accepted for publication in edited volume on M-Commerce: Experiencing the Phygital Retail to be published by Apple Academic Press, CRC Press, Taylor & Francis.</p>