



Faculty Details Proforma



Title	Dr.	First Name	Minakshi	Last Name	Paliwal	Photograph
Designation						
Address		Department of Commerce, Daulat Ram College, University of Delhi, Delhi-7				
Phone No. Office						
Residence						
Mobile No.						
Email - ID						
Web Page						
Educational Qualification						
Degree		Institution				Year
Ph.D		Department of Commerce, M.D. University, Rohtak				2012
M.Com		Department of Commerce, M.D. University, Rohtak				2008
CFA		ICFAI University, Tripura				2011
B.Com		M.D.University, Rohtak				2006
UGC-NET		University Grant Commission				2010
Career Profile						
- Assistant Professor, Department of Commerce, Daulat Ram College, University of Delhi, Delhi-7 {Since 20th March 2023}. - Assistant Professor (<i>Ad-hoc</i>), Department of Commerce, Daulat Ram College, University of Delhi, Delhi-7 {24th July 2013 to 19th March 2023}. - Assistant Professor (<i>Ad-hoc</i>), Department of Commerce, Ramjas College, University of Delhi, Delhi-7, INDIA (21st July 2012 to 22nd May 2013). - Assistant Professor (<i>Ad-hoc</i>), Department of Commerce, Bharati College, University of Delhi, New Delhi, INDIA (6th September, 2011 to 21st April, 2012) - Assistant Professor, Department of Management Studies, Omkaranada Institute of Management and Technology, Rishikesh, Uttarakhand (March 2009 to January 2011) - Lecturer, Department of Management Studies, Sobhasaria Engineering College, Sikar, Rajasthan (September 2008-December 2008).						
Administrative Assignments						
- Convener, Admission Help Desk, 2026-2027 - Member, DRC Research Council, 2025-2026 - TPC Member, Department of Commerce, 2026-2027 - Member, DRC Research Council, 2025-2026 - Member, Library Committee, 2025-2026 - Admission Core Committee Member, 2025-2026 - Teacher-in-Charge, Department of Commerce, 2024-25						

- Time Table Committee (Member), Department of Commerce, 2024-25
- Admission Convener [B. Com (H)], Department of Commerce 2024-25
- Convenor in the SDP on *“Harnessing ICT Tools- A Practical Approach”*, Daulat Ram College, University of Delhi, September 13-14, 2024.
- Research Committee (Member) 2024-25.
- Time Table Committee (Member), Department of Commerce, 2023-24
- Admission Convener [B.Com (P)], Department of Commerce 2023-24
- Member, Music and Dance Society, Daulat Ram College, 2023-24
- Time Table Committee (Member), Department of Commerce, 2022-23.
- Debating Society (Member), Daulat Ram College, 2022-23.
- Time Table Committee (Member), Department of Commerce, 2021-22.
- Debating Society (Member), Daulat Ram College, 2021-22.
- Fine Art Society-Spectra (Member), Daulat Ram College, 2021-22.
- Admission Committee (Helpdesk-member), Daulat Ram College, 2020-21.
- Organising team member in the National Webinar Series on *“Basics of Income Tax and E-filing of ITR for Salaried Individuals for FY 2020-21”* Daulat Ram College, University of Delhi; September 1, 2021.
- Organising team member in the National Webinar Series -I, Webinar-I on *“Mentoring Teachers for Effective online Teaching”* Daulat Ram College, University of Delhi; July 04, 2020.
- Organising team member in the E-FDP on *“Empowering Teaching -learning Process using Google Classroom and Other ICT Tools: A Comprehensive Practical Approach”*, Daulat Ram College, University of Delhi, July 21, 2020.
- Organising team member in the National Webinar Series -I , Webinar -II on *“Sahaja Yoga Meditation: Discover Inner Peace and Positivity”* University of Delhi, July 11, 2020.
- Staff Amenities Committee (Member), Daulat Ram College, 2019-20.
- Fine Art Society-Spectra (Member), Daulat Ram College, 2019-20.
- Admission Committee (Member), Department of commerce, Daulat Ram College, 2019-20.
- Organized (Course Coordinator & Resource Person) 7 days in house SDP on *“Research Methodology”*, Department of Commerce, Daulat Ram College, 2018-19 [May 27-03 June, 2019]
- Students’ Advisory Board (Member), Daulat Ram College, 2018-19.
- Sport Board Member, Daulat Ram College, 2018-19.
- NSS (Member), Daulat Ram College, 2018-19
- Admission Committee (member), Department of Commerce, Daulat Ram College, 2018-19.
- NSS (Member), Daulat Ram College, 2017-18.
- Fine Art Society-Spectra (Member), Daulat Ram College, 2019-20.
- Admission Committee (member), Department of Commerce, Daulat Ram College, 2017-18.

Areas of Interest / Specialization

Accounting and Finance

Financial Accounting, Corporate Accounting, Cost Accounting, Income Tax, Fundamentals of Investment, Financial Management, Business Analytics

Research Guidance

N/A

Publications Profile

Publsiheed

- Exploring the moderating role of price sensitivity between attitude and intention to buy sustainable products in India. Discover Sustainability, 7, 735 (2026). <https://doi.org/10.1007/s43621-026-03051-w> (Springer Nature, Scopus, WoS, IF 5.6)
- Financial Performance of ESG-Classified Sustainable Mutual Funds: Evidence from Developing Countries during the COVID-19 Period. Asian Journal of Interdisciplinary Research, 9(2), 251–272 (2026). <https://doi.org/10.54392/ajir26214> [Scopus]
- Exploring neuromarketing's influence on consumer impulsivity through the lens of personality traits. Frontiers in Psychology. 17:1778248. doi: 10.3389/fpsyg.2026.1778248 (SSCI, Scopus/Q1). Published March 2026.
- How Perceived Value Bridges Between Price Perception and Tourist Retention? A Cross-Cultural Pricing Strategy Grounded on Attribution Theory. Journal of Quality Assurance in Hospitality & Tourism (Taylor & Francis; Scopus/Q1/SSCI).
- Can Corporate Consciousness Attract Capital? Meta-Analysing the Link Between Corporate Sustainability and Access to Finance", Australasian Accounting, Business and Finance Journal 19(4): 8, 185–209 (2025). doi: <https://doi.org/10.14453/aabfj.v19i4.08> [Scopus, ABDC/B]
- Singh S, Rahul K, Paliwal M, Wani IA, Suri S (2025), "Gendering the digital divide: a systematic review of women's digital inclusion challenges and emerging research directions". Digital Transformation and Society, Vol. 4 No. 4 pp. 503–531, doi: <https://doi.org/10.1108/DTS-04-2025-0083> (Emerald; Scopus. WoS)
- Does smartphone usage affect academic performance during COVID outbreak (2024). International Journal of Knowledge and Learning. <http://dx.doi.org/10.1504/IJKL.2024.10061644> [Scopus; WoS, ABDC]
- Access to finance and its impact on operational efficiency of MSMEs: mediating role of entrepreneurial personality and self-efficacy(Oct,2024). Journal of Small Business and Enterprise Development. DOI:[10.1108/JSBED-01-2024-0053](https://doi.org/10.1108/JSBED-01-2024-0053) [Scopus, ABDC, ESCI]
- Does smartphone usage affect academic performance during COVID outbreak (2024). International Journal of Knowledge and Learning. <http://dx.doi.org/10.1504/IJKL.2024.10061644> [Scopus; WoS, ABDC]
- Gaining competitive advantage status through human resource practices: A study of Indian banks (2024), Social Science and Humanities [Elsevier], 9(5). <https://doi.org/10.1016/j.ssaho.2024.100804> [Scopus]
- Impact of social media marketing on consumer consciousness and purchase of durable products. International Journal of Business Information System, 43 (1): 38-52. <http://dx.doi.org/10.1504/IJBIS.2023.131087> [Scopus. ABDC].
- Fear of COVID-19 outbreak, stress and anxiety among working employees: a multi-service sector study. International Journal of Industrial and System Engineering (2023).45 (3): 378-397. <http://dx.doi.org/10.1504/IJISE.2023.134715> [Scopus]
- Elucidating the linkage between advertisements embedded with emotional appeals and the brand relationship quality during the COVID pandemic (2023). Journal of Marketing Communication [Taylor and Francis] . DOI:

10.1080/13527266.2023.2220338 .[ABDC-B, Scopus, WoS, IF. 4.99]

- Explaining the linkage between antecedents' factors of adopting online classes and perceived learning outcome using extended UTAUT model (2023), *Data and Information Management*, <https://doi.org/10.1016/j.dim.2023.100052> [Scopus, IF 1.4]
- Informal workers in India as an economic shock absorber in the era of COVID-19: A study on policies and practices (2023). *Human System Management*. DOI: <http://10.3233/HSM-220155>. [Scopus, ESCI; ABDC, IF: 2.14]
- Adoptions of ICTs as an emergent business strategy during and following COVID-19 crisis: evidence from Indian MSMEs (2022), *Benchmarking: An International Journal*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/BIJ-11-2021-0685> [ABDC-B, WoS, Scopus, CABS, IF 5.6]
- A citizen-centric approach to understand the effectiveness of e-government web portals: Empirical evidence from India (2022), *Information Polity*, 27 (4): 539-555, DOI: <https://dl.acm.org/doi/abs/10.3233/IP-220001> [Scopus; ESCI; IF: 2.0]
- Assessing the role of creativity and motivation to measure entrepreneurial education and entrepreneurial intention (2022), *International Journal of Educational Management*, Vol. 36 No. 5, pp. 854-874. <https://doi.org/10.1108/IJEM-05-2021-0178> [ABDC-B; Scopus, WoS, IF 2.4, CABS]
- The Dark Side of Overuse of Internet: A study of Indian college students. *Asia Pacific Journal of Health Management*, 17(1). <https://doi.org/10.24083/apjhm.v17i1.757> [Scopus, ABDC-C. ESCI]
- Impact of Social Media Marketing on Consumer Consciousness and Purchase of Durable Products. *International Journal of Business Information System*, Accepted [Scopus; ABDC, UGC listed]
- Exploring the problem of Internet Addiction: A Review and Analysis of Existing Literature, March 2020, *Journal of Wellbeing Management and Applied Psychology* 3(1):11-20; DOI: 10.13106/jwmap.2020.Vol3.no1.11. [ISSN: 2586-6063]
- "Unleashing the Growth Potential of Indian MSMEs Sector", *Comparative Economic Research-Central and Eastern Europe* (University of Lodz, Poland). 20 (2): 35-52. {ISSN: 1508-2008; E-ISSN: 2082-6737}. [Scopus]
- "India's Demographic Dividend: In the Context of its Economic Growth", *World Affairs: The Journal of International Issues*, 2015, 19 (1): 146-157. {ISSN: 0971-8052}
- "Exploring a Sense of Intellectual Property Valuations for Indian SMEs", *International Journal of Asian Business and Information Management*, 2014 (*An Official Publication of the Information Resources Management Association, Spain-IGI Publication, USA*), 5 (1): 15-36. {ISSN: 1947-9638; EISSN: 1947-9646; DOI: 10.4018/IJABIM}.[Scopus]
- "Impact of Foreign Capital Flows on Economic Growth: Empirical Evidence from India", *Management & Change*, 2013 (*An official publication of IILM, New Delhi*), 16 (1-2): 23-42. {ISSN: 0972-2149}.
- "Infringement and Protection of Copyrights in the Age of Internet", *Journal of Advance Research in Law and Economics* (official publication of University of Lopez, Poland), 2013. Vol. 4, 2 (8) pp 139-148. {ISSN: 2068-696X; DOI [http://dx.doi.org/10.14505/jarle.v4.2\(8\).07](http://dx.doi.org/10.14505/jarle.v4.2(8).07)}.[Scopus]
- "Environmental Taxation: Issues, Challenges and Prospects", *Vedang: Journal of Management*, 2013 (*official publication of Shri Guru Ram Rai Group of Institutions, Deharadun*). 4(1), 27-31{ISSN: 0975-7961}
- "FIIs and Indian Stock Market: A Causality Investigation", 2012. *Comparative Economic Research* (Lopez University, Poland), 14 (4):05-24. {ISSN:1508-2008; DOI: 10.2478/v10103-011-0024-0, May 2012}[Scopus]
- "Consequences of Sudden Declines of Capital Flows: Evidence from India." 2012. In *Resurging India: Myths and Realities* (ed.). Excel India Publishers, New Delhi: 251-258. {ISBN: 978-93-82062-04-2}

- “*Liberalization of Foreign Institutional Investments (FIIs) in India: Magnitude, Impact Assessment, Policy Initiatives and Issues*” 2010. Global Journal of International Business Research (USA), 3 (3): 22-41. {ISSN: 1933-3412; EISSN: 1933-3471}
- “*Impact of Global Financial Crisis on Trade Performance of Indian Economy*”, 2011. Oorja: Journal of Management and IT, 9 (1): 69-85. {ISSN: 0974-7869}.
- “*Online Pricing Strategies: The Art of War*”, 2010 Indian Journal of Marketing, 2010, (Vol. XL, No. 1) {ISSN: 0973-8703} [Scopus]
- “*Environmental Degradation and Innovative Business Strategies towards Environmental Protection*”, Sandesh, 2011 (Vol. 5-6, No. 1).
- “*Foreign Capital Flows into India: Compositions, Regulations, Issues and Policy Option for India*” 2009, KAIM Journal of Management and Research, 2 (1) {ISSN: 0974-9462}.

Book

- Business Analytics, authored by Minakshi Paliwal and Shivani Bansal, Sun India (Publisher), New Delhi [ISBN:978-93-85071-96-6]

Patent

- Granted UK Patent [Design] on *Intelligent device for vehicle speed monitoring*; No 6314882; Issued by Intellectual Property Office (UK), dated October 2, 2023

Conference Organization / Presentation (in the last three years)

- Organized (Course Coordinator & Resource Person) 7 days in house SDP on “Research Methodology”, Department of Commerce, Daulat Ram College, 2018-19 [May 27-03 June, 2019].

Paper Presentation (National & International conferences/seminars)

- Paper presented in International Conference on Sustainable development goals: challenges and strategies on 13th and 14th March, 2024, organized by Arya P.G. College, Panipat (Title of paper: The Deterioration of India’s Environment: A Consequence of Economic Expansion 1991-2021)
- Paper presented in National Conference on Resurgent India: Emerging Business Strategies for Growth and Performance on 11th March, 2022, organized by School of Management Studies, Punjabi University, Patiala (Title of paper: *Exploring the Linkage between Mobile Phone Technology and Financial Inclusion among India’s Rural Poor Households*)
- Paper presented in National Conference on 11th-12th March 2022, organized by Department of Commerce, Shri Ram College of Commerce, University of Delhi (title of paper: *Financial Inclusion in India via Mobile Phone Technology: Opportunities and Challenges*)
- Paper presented in National Conference on “*Skill Development and Technological Innovation*” on 30-31st March 2016 at Deen Dayal Upadhyay Kaushal Kendra, U.S. Nagar, Uttarakhand (Paper: *Developing E-commerce Skills in India*).
- Paper presented in National Seminar on on 8th November 2015 at S. D. College, Chandigarh (Paper: *Unleashing the Growth Potential of India’s Demographic Dividend*).
- Paper presented at national seminar on “Innovation and Applications in Engineering and Applied Science”, on 09th to 10th November 2011, organized by Faculty of Engineering and Technolog“ *The Demographic Dividend and India’s Economic Future*”y, Gurukul Kangri Vishwavidyalaya, Haridwar, Uttarakhand (Paper: *Can Mobile Phone Technology lead the way in brining Financial Inclusion in India*).
- Paper presented a national conference on “*Quality Assurance in Higher Education*”, organized by the Centre for Innovation, Research and Development (CIRD), Banwari Lal Jindal Suiwala PG College, Tosham, Haryana (Paper: *ICT: A Boon for Quality Education*).
- Paper presented in national conferences on “*Managing Global Business in Competitive Business Environment*”, organized by Rattan Group of Institutions on 1st May 2010 (Title of paper: *The Legal Approach to Intellectual Property Rights in India: Special Reference to*

Patent Rights).

- Paper presented in International conference on “Recent Trends in Management, Technology and Environment” organized by S.D. College of Engineering and Technology and S. D. College of Management Studies, Muzaffarnagar n 28-29th November 2009 (title of Paper: *Foreign Capital Flows into India: Compositions, Regulations and Policy Option*).
- Paper presented in International conference on “Innovative Practices in Management and Information Technology for Excellence”, held at Maharaj Agrasen Institute of Management and Technology, Jagadhti on 8th May 2010. (Title of Paper: *Pricing Strategies in the Age of Internet and E-Commerce*).
- Paper presented in national seminar on “Global Business Scenario-Prospect and Retrospect”, organized by i-Business Institute, Noida on 6-7th December 2010.
- Paper presented in national seminar on “Liberalization, Privatization and Globalization Issues, Challenges and Prospects”, organized by DAV (PG) College, Kernal on 5-6th October 2010 (Title of paper: Impact of Global Financial Recession on Indian Economy).
- Paper presented in national seminar on “Governance in 21st Century: Challenges and Prospects” held on 12-14th February 2011 at Department of Management Studies, Agra University, Agra (Title of Paper: Addressing the Public Policy Issues Related to the Internet Governance).
- Paper presented in National Conference on “Corporate Social Responsibility: Making A Difference”, on 20-21 December 2008, organized by Aravali Institute of Management, Jodhpur (Paper: Creative Capitalism: A New Face of Corporate Social Responsibility).

Lectures Delivered/Resource Person

- Resource person at ICSSR sponsored workshop on ‘Research Methodology, held on 3rd December-12th December 2025, organized by Department of Marketing and Supply Chain Management, Central University of Jammu, Jammu [12th December 2025].

Research Projects (Major Grants/Research Collaboration)

- Addressing the Hindrances to Promote Digital inclusion of Women in Uttarakhand and Jammu & Kashmir, Funded by ICSSR, New Delhi, Major Research Project, 2023-24, Amount 18 Lacs [Santioned]
- *Prospective of Mobile Phone Technology in Accelerating Financial Inclusion: Evidence from a Survey of India’s Poor Households*, Funded by IoE, University of Delhi [Completed]
- *Probing the Linkage between Social Media Usage and Academic Performance of the Students in Higher Education: Evidence from Survey of North India*, Funded by IoE, University of Delhi [Completed]

Awards and Distinctions

N/A

Association with Professional Bodies

N/A

Other Activities

Content Development

E-Lessons Developed for- Virtual Learning Education (VLE), Delhi University

- *Business Plan Preparation* (Subject: Entrepreneurship, 2016), full access available at http://vle.du.ac.in/file.php/700/Business_Plan_Preparation/Business_Plan_Minakshi.pdf
- *Mobilising Resources* (Subject: Entrepreneurship, 2016), full access available at http://vle.du.ac.in/file.php/700/Mobilising_Resources/Mobilising_Resources_Minakshi.pdf

- *Final Accounts* (Subject: Corporate Accounting, 2016), full access available at http://vle.du.ac.in/file.php/540/PDF/Revised_Final_Accounts.pdf
- *Central Excise* (Subject: Indirect Tax Laws, 2016), full access available at http://vle.du.ac.in/file.php/668/Indirect_Tax/Central_Excise/Central_Excise.pdf

Refresher Course

- Participated in '*Eight 4-Week Refresher Course in Public Economics for South Asian Region*', held on May 14th 2012 to June 08, 2012, organized by National Institute of Public Finance and Policy, (NIPFP-Ministry of Finance), New Delhi.

FDP/Workshop/Training Programme

- Participated in online Inter-Disciplinary two week Refresher Course on "Managing Online Classes & Co-creating MOOCS 27.0", organized by Teaching Learning Centre, Ramanujan College, University of Delhi (PMMMNMTT), 06-20th June 2023.
- Participated in Faculty Induction Programme (FIP) organized by Guru Angad Dev, Teaching Learning Centre, A centre of Ministry of Education (PMMMNMTT), 25th February 2023 to 27th March 2023.
- Participated in national FDP on "Statistics with 'R', Financial database and Analysis Software", organized by Guru Angad Dev, Teaching Learning Centre, A centre of Ministry of Education (PMMMNMTT), 04-11th November 2022.
- Participated in FDP on Personal Finance and Tax Planning, organized by Guru Angad Dev, Teaching Learning Centre, A centre of Ministry of Education (PMMMNMTT), 16th November 2021 to 24th November 2021.
- Participated in FDP on Intellectual Property rights, organized by Mahatma Hansraj Faculty Development Centre (PMMMNMTT), 10th February 2021 to 17th February 2021.
- Participated in FDP on "Academic Writing", organized by Teaching Learning Centre, Ramanujan College, University of Delhi (PMMMNMTT), 12-18 March 2021.
- FDP on "Safety and Hygiene in Online (Cyber) World, organized by Teaching Learning Centre, Ramanujan College, University of Delhi (PMMMNMTT), 01-08 March 2021.
- Participated in one week workshop on "*Computer Applications in Research*" held on 4th December 2011 to 10th December 2011, organized by Department of Commerce, M. D. University, Rohtak.
- Participated in one week training programme on "*Analytical Techniques for Research in Commerce and Management*", organized by Department of Commerce, M. D. University, Rohtak (Hr.) in collaboration with Global Network of Business Researchers on 27th December 2010 to 2nd January 2011.
- Participated in one week training programme on "*Research Methodology, Statistics and Use of SPSS*", organized by Chhotu Ram College of Education, Rohtak (Hr.) on 12th April 2010 to 18th April 2010.

