

FACULTY OF MANAGEMENT

Titl Dr.	First	Dr.	Last	Sehgal	Photograph
e	Name	Sanjeewani	Name	Sengui	i notogrupn
Designation		ASSISTANT PROFESSOR			
Address (Official)	Cluster Innovation Centre University Stadium University of Delhi, Delhi-110007				
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Educational Qualificati					
Degree	Institution				Year
PhD	Faculty of Management Studies, University of Delhi			2018	
M. PHIL	Departme	ent of Commerce,	University	v of Jammu	2012
M.COM	Departme	ent of Commerce,	University	v of Jammu	2006
B.COM(H)	Departme	ent of Commerce,	University	v of Jammu	2003
Career Profile					
 Singh College, U 18th March 2007 	niversity of till 31 st Dec -national IT tialization	Delhi, Delhi-11 2009: Process A company, Genp	0003. ssociate i act Pvt. L	n an Insurand td, Gurgaon,	ent of Commerce, Dyal ce process, Genworth with Haryana-122015. /alue Co-creation
Subjects Taught					
Principles of Marketir Security markets, Com Development in Busine	puter Applic				Management, Investments in , Entrepreneurship and Skills
Publications Profile					
 Effectiveness of Business Reviewing Indexed. Sehgal, Sanjer on Intention to (3), 81-112. (L. Maini, R., Seh study on study 	of Metaphoric ew. 1-14. (Lis ewani., Agra buy online i isted in Aust gal, Sanjeev	al Communication ated in Australian wal, G., Maini, F in crisis times. So tralian Business vani.*, & Agraw gement and satis	n in Gover n Business A. & Chikk <i>uth Asian</i> Dean Cou ral, G. (202	rnment Campa Dean Counc tara, R. (2022) <i>Journal of Ma</i> ncil- ABDC) 21) Today's di	ner Shahzad (2023). hign on Digitization. FIIB il- ABDC) and Scopus 1). Effects of trusting beliefs <i>nagement</i> , AMDISA. Vol 28 igital natives: an exploratory 1 classes amid COVID-19

- Soni, T., & Sehgal, Sanjeewani.* (2021). Does Corporate Governance and financial capacity influence R&D intensity? Evidence from Indian Firms. *Empirical Economic letters*. Vol 20(3), 285-292. (Listed in Australian Business Dean Council- ABDC; * Corresponding author)
- Sehgal, Sanjeewani., & Agrawal, G. (2021). Forms of Organisations Structure and New Service Development: An Empirical Investigation in the Hospitality Sector. In (Ed.), New Paradigms in Management Science. New Delhi: Bloomsbury Publishing.
- Sehgal, Sanjeewani., & Gupta, G. (2019). Converging resources and coproducing for innovation: evidence from healthcare services. *European Journal of Innovation Management*, 23 (3). ISSN: 1460-1060 (Listed in Australian Business Dean Council- ABDC, Scopus Indexed).
- Kaur, G., Sehgal, Sanjeewani., & Sharma, R. (2017). Predicting Customers Recommendation from Co-creation of Value, Customization and Relational Value. *Vikalpa*, 42 (1), pp. 1-17. (Journal by IIM-Ahmedabad; Scopus Indexed, UGC listed).
- Gupta, G., & Sehgal, Sanjeewani. (2015). Market Orientation and Service Innovation: Examining the linkages to Organisation Performance. *Indore Management Journal*. Vol 7 (2), 22-35. UGC listed as on the date of publication). IIM-Indore Journal.
- Kaur, G., Sharma, R., & Sehgal, Sanjeewani., (2015). Factors Predicting Co-creation of Value: A Study of Boutiques. *Metamorphosis*. Vol. 14 (1), 1-13. Scopus Indexed and UGC listed as on the date of publication). IIM-Lucknow Journal.

Conference Organization/ Presentations

Conference(s) attended:

National Conference on Rethinking Management Education in Digital Age at Faculty of Management, University of Delhi, Delhi on 10th Feb 2018.

Paper(s) presented:

- Paper presented at the National Conference on Marketing in the New Normal: Unlearn and Relearn organized by Lal Bahadur Shastri Institute of Management (LBSIM), Delhi on 12th Dec 2020.
- Paper presented at the 7th PAN-IIM World Management Conference, "Digital Metaphors: An integration of branding in government campaign", 7th PAN IIM WORLD Management Conference (12th -14th Dec, 2019). New-Delhi, organized by IIM Rohtak.
- Paper presented on the topic "Analyzing the outcomes of co-creation of value on product uniqueness and word-of-mouth", International conference on Marketing in in emerging economies (07th -09th, 2015) at Indian Institute of Management Ahmedabad, Gujarat.
- Paper presented on the topic "Exploring the Antecedents and Consequences of Cocreation of Value", International conference in Marketing on shaping the future of research in marketing in emerging economies: Looking Ahead (12th -14th Jan, 2012) at Indian Institute of Management Lucknow, Noida Campus.
- Paper presented on the topic, "Social web and social entrepreneurship in tourism: A strategy for tourism development and promotion", International conference on sustainable destination

excellence: Innovations in Alternative Tourism (SDEIAT2011) (SHTM), (17th -18th Feb, 2011) at School of Hospitality and Tourism Management, University of Jammu.

Awards and Distinctions

Awarded **'Best Paper Award'** at National Conference on Marketing in the New Normal: Unlearn and Relearn organized by Lal Bahadur Shastri Institute of Management (LBSIM), Delhi (December, 2020).

Other Activities (From 1st July 2017 onwards)

Positions of responsibility:

- Organizing committee member in the National seminar on Innovation in Higher Education, through Public Private Partnership (PPP) model, organized by Cluster Innovation Centre, University of Delhi held from 13-15th March 2023 at Conference Centre, University of Delhi.
- Co-coordinator of the National Conference on Transformations in Business, Management and Entrepreneurship (NCBME'19) on April, 2019 at Dyal Singh College, University of Delhi.
- Organized a National Symposium on Emerging trends in HRM for college students (October, 2018)
- Coordinator in One day workshop on Interpersonal Relations and Team Building conducted by Dyal Singh College (Jan, 2019).

FDPs/Workshops/Seminars/Webinars attended:

- Attended two weeks interdisciplinary refresher course in advanced research methodology as a refresher program, at Ramanujan college, University of Delhi collaboration with Shiromani Gurdwara Prabandhak Committee's GURU NANAK KHALSA COLLEGE OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS), from April 22, 2023 to May 6, 2023.
- Attended four weeks faculty induction/Orientation programme, at Ramanujan college, University of Delhi, sponsoring institution, Ministry of Education, PANDIT MADAN MOHAN MALAVIYA NATIONAL MISSION ON TEACHERS AND TEACHING), from March 20, 2023 to April 20, 2023.
- Webinar on Covid-19: Reflective conversation on business and life by Dyal Singh College (June, 2020). One day FDP on Advance Excel by Dyal Singh College (September, 2018).

Additional qualification(s): UGC/NET+ JRF (Dec, 2011)

References:

1. Prof. Garima Gupta, Faculty of Management Studies, Professor, Faculty of Management Studies, University of Delhi, 9868036298, garimagupta@fms.edu

2. Prof. Gurjeet Kaur, University of Jammu, Professor, Department of Commerce, University of Jammu 9419197802 gurjeetkaur18@gmail.com

3. Prof. Satya Bhushan Dash, Professor, IIM-Lucknow, Noida Campus, 9971616700, satya@iiml.ac.in

Signature:

