



MANAGEMENT FACULTY

Title	Dr.	First Name	Dr. Sanjeewani	Last Name	Sehgal	Photograph
Designation	ASSISTANT PROFESSOR					
Address (Official)	Cluster Innovation Centre University Stadium University of Delhi, Delhi-110007					
Phone No	+91 9810650457					
Email	ssehgal@cic.du.ac.in sanjisehgal@gmail.com					
Web-Page						
Educational Qualifications						
Degree	Institution				Year	
PhD	Faculty of Management Studies, University of Delhi				2018	
M. PHIL	Department of Commerce, University of Jammu				2012	
M.COM	Department of Commerce, University of Jammu				2006	
B.COM(H)	Department of Commerce, University of Jammu				2003	
Career Profile						
<ul style="list-style-type: none"> • Present date - Since 22 Dec 2022: Assistant Professor, Cluster Innovation Centre (CIC), University of Delhi, Delhi – 110007. • 28th August 2015 till 21 Dec 2022: Associate Professor in Department of Commerce, Dyal Singh College, University of Delhi, Delhi-110003. • 18th March 2007 till 31st Dec 2009: Process Associate in an Insurance process, Genworth with a US-based multi-national IT company, Genpact Pvt. Ltd, Gurgaon, Haryana-122015. 						
Areas of Interest / Specialization						
Strategic Management, Marketing, Consumer Behavior, Service Innovation, Value Co-creation						
Subjects Taught						
Principles of Marketing Management, Innovation Management, Financial Management, Investments in Security markets, Computer Applications in Business, Financial Accounting, Entrepreneurship and Skills Development in Business.						
Publications Profile						
<ul style="list-style-type: none"> • Anjuman Antil, Neha Saini, Sanjeewani Sehgal, Shalini Agrawal, Umer Shahzad (2023). Effectiveness of Metaphorical Communication in Government Campaign on Digitization. FIIB Business Review. 1-14. (Listed in Australian Business Dean Council- ABDC) and Scopus Indexed. • Sehgal, Sanjeewani., Agrawal, G., Maini, R. & Chikkara, R. (2021). Effects of trusting beliefs on Intention to buy online in crisis times. <i>South Asian Journal of Management</i>, AMDISA. Vol 28 (3), 81-112. (Listed in Australian Business Dean Council- ABDC) • Maini, R., Sehgal, Sanjeewani.*, & Agrawal, G. (2021) Today's digital natives: an exploratory study on students' engagement and satisfaction towards virtual classes amid COVID-19 pandemic. <i>The international journal of Information and learning technology</i>. Vol. 38 (5), 454-472. *Corresponding author, A Scopus indexed Journal 						

- Soni, T., & **Sehgal, Sanjeevani.*** (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, Sanjeevani.,** & 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, Sanjeevani.,** & 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 & UGC listed as on the date of publication).**
- Kaur, G., **Sehgal, Sanjeevani.,** & 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; **UGC listed as on the date of publication).**
- Gupta, G., & **Sehgal, Sanjeevani.** (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, Sanjeevani.,** (2015). Factors Predicting Co-creation of Value: A Study of Boutiques. *Metamorphosis*. Vol. 14 (1), 1-13. **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 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).

Other activities:

Resource person in Conference/Seminar/Workshop/Talk series

1. Speaker in Talk series in capacity building workshop for teachers on Implementation of NEP through Innovative Curriculum in Higher Education conducted by CIC in collaboration with J&K Higher Education Council conducted from 11th Sept 2023 to 14th Sept 2023.
2. Speaker in a talk on “Inspire Inclusion” organized by Center of fire explosive and environment safety (CFEES), DRDO on Women’s Day, 8th March 2024.
3. One of the resource persons in the 6th NEP Orientation and Sensitization Program organized by MMTC, SRCC under the aegis of the Malviya Mission Teacher Training Program of the Ministry of Education, Government of India conducted on June 21st, 2024.

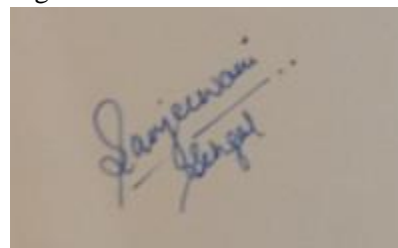
Additional qualification(s):

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:

A rectangular box containing a handwritten signature in blue ink. The signature appears to be 'Gurjeet Kaur' written in a cursive style.