

CURRICULUM VITAE

BRIEF INFORMATION

Name- Mridul Trikha

Father's name- Vimal Trikha

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CAREER OBJECTIVE

Seeking to use experience and communication skills to resolve, enhance and transform the face of educational interaction.

BASIC ACADEMIC CREDENTIALS

Degree and Specialization	Board / University	Year	%age
Class 10 th	INDIAN CERTIFICATE OF SECONDARY EDUCATION(ICSE)	2009	67.71 %
Class 12 th	CENTRAL BOARD OF SECONDARY EDUCATION (CBSE)	2011	69.00%
B.Com	PANJAB UNIVERSITY	2014	67.88 %
M.Com	PANJAB UNIVERSITY	2016	70.35 %
NET(Commerce)	UNIVERSITY GRANT COMMISSION	2017	-

Ph.D. (Retail Management & marketing)	PANJAB UNIVERSITY (faculty of business management and commerce)	2024	-
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PROFESSIONAL EXPERIENCE

- Taught in Panjab university affiliated college in (Goswami Ganesh Dutta Sanatan Dharma College Sector -32 Chandigarh) for 7.5 years for Graduation and Post Graduate and diploma courses in field of commerce and management.
- Presently working as assistant professor in Regional Institute of Co-operative management, sector-32, Chandigarh.

ACHIEVEMENTS AND PUBLICATIONS

- Completed summer training internship from Piccadily Agro Industries Ltd.
- Participated in ICSSR sponsored ‘National seminar on Reforms to transform India’ in 2018
- Did Personal Development and Communication course from Regional Institute of English Chandigarh
- Attended workshop on SPSS conducted in Panjab university in 2018
- **Two** Publications in the International Journal of Science with impact factor of 7.26 the conceptual review papers on the topic:
 - a) OCTAPACE organisational culture in Volume 8 Issue 7, July 2019
 - b) Impact of Word of mouth (WOM) in Volume 8 Issue , June 2019
- Received Certificate of publication in the European Journal of Business and Social sciences with impact factor 6.76.
- Published a paper in UGC Listed- The Journal of Oriental Research Madras on the topic ‘Impact of Psychological Traits on Customer satisfaction’.
- Published a paper in UGC listed journal Parichaya on the topic; Essential factors persuading Customer’s purchase decisions.

- Publication in Mazedan International Business review on the topic “Influence of Social Factors on Customer purchase intentions- An Empirical Analysis”. Volume 3 Issue-1 in January 2022.
- I have presented a paper on the topic ‘Impact Of Attitudinal Factors On Customer Buying Behaviour’ in the International Conference On Smart Computing Technologies and Business Management Strategies held in Collaboration with Perdana University, Malaysia on 20 th & 21st January, 2022.
- Presented a paper titled ‘Behavioural Factors Shaping the Future of Shopping’ in 5th International Multidisciplinary Conference on Current Research Trends-2022 held on 13th and 14th April.
- Abstract of paper ‘ Behavioral Factors Shaping The Future of Shopping’ in the conference proceeding of IMCCRT-2022
- Published a book chapter in the book titled ‘Dynamics of Indian Economy: Issues and Prospects’ in month of October 2022 on the topic ‘Recent Advances in Social Sciences and Academic Development’.
- Submitted my thesis in the field of marketing and retail management to Panjab university, Chandigarh on the topic ‘DETERMINANTS OF PURCHASE INTENTION TOWARDS ONLINE RETAILING: AN EMPIRICAL INVESTIGATION OF APPAREL INDUSTRY’
- Published a paper on the topic ‘The changing landscape of marketing channels of distribution and logistics: A conceptual review’ in the International Journal Of Novel Research and Development.
- Published a paper on the topic ‘Influence of social media on online shopping behaviour’ in Phalanx: A quarterly review in june-april volume, 2023.

WEBINAR/SEMINARS ATTENDED

- Attended one week FDP on IBM SPSS Statistics organized by Department of statistics by Punjab University , Chandigarh from 12-21 December 2018
- Attended seminar on July 15 2018 on “ Global Challenges and Contemporary Education” organized by Goswami Ganesh Dutta Sanatan Dharma College, Sector 32, Chandigarh.

- Attended National Seminar on Goods and Services Tax(GST) held on 20th January 2018 organized by ; Goswami Ganesh Dutta Sanatan Dhanna College, Sector 32, Chandigarh
- Attended National Seminar on Reforms to Transform India held on 27th march 2018 organized by; Goswami Ganesh Dutta Sanatan Dhanna College, Sector 32, Chandigarh.
- Attended one week FDP on Innovative Approaches in Teaching and Research at Dr. S.S Bhatnagar University of Chemical Engineering & Technology, Panjab university, Chandigarh from 11-15 March 2019.
- A professional development Webinar on: Life goal setting and achievement held on July 16, 2020 organised by Goswami Ganesh Dutta Sanatan Dharma College, Sector 32, and Chandigarh.
- Attended one week FDP on Blockchain Technology conducted by Electronics and ICT Academy, IIT Roorkee at PML SD Business School from 20-24 January 2020.
- National E-workshop held from June 8-15, 2020 on ‘Emerging Dimensions of Qualitative Research’ Organized by University Institute of Applied and Management Sciences, Panjab university , Chandigarh.
- Attended E-workshop on Practical Approach to Data analysis from 8-14 June 2020 organised by Indira Gandhi University, Meerpur, Rewari.
- Attended a webinar on ‘Plastic: Invest or Divest?A commercial Dilemma organized by Goswami Ganesh Dutta Sanatan Dharma College, Sector 32, Chandigarh.
- Attended Two Day Symposium on “Impact Of COVID -19 on The Business World”
- Attended Two-day International Symposium On ‘Impact of COVID-19 on Business World’ held on June 19, 2020 organized by Gujranwala Guru Nanak Institute of Management and Technology, Ludhiana.
- Webinar on effective Teaching in a Virtual Classroom held on July 16, 2020.
- Participated in Online Training Session on ProwessIQ on 9 July 2021 organized by
- Library of Goswami Ganesh Dutta Sanatan Dharma College, Sector 32, Chandigarh
- A national Webinar on Financial Well Being on 2th May 2021 organized by PG dept. Of Commerce and Management ; Goswami Ganesh Dutta Sanatan Dhanna College, Sector 32, Chandigarh.
- Attended Online Training Session on July 09, 2021organised by of Goswami Ganesh Dutta Sanatan Dharma College, Sector 32, Chandigarh.

- Attended Faculty Development Programme from 10-12 March 2022 organised by Punjab Institute of Management and technology, Jalandhar.
- Attended Panel Discussion on Union Budget held on 05 February 2022 organised by University Business School, Chandigarh University, Gharuan.
- Participated in ‘one week online national workshop on basics of research methodology’ from May 17-22, 2023 organised by Humanbehavtics Private Limited, Gomti Nagar extension, sector-1, Lucknow-10, Uttar Pradesh.
- Contributed ideas for Viksit Bharat for realizing the vision of Bharat by 2047
- Received certificate of participation for online workshop titled ‘Emerging Trends in Academic Writing and publication’ hosted by SHODH, Panjab university, Chandigarh.
- Received certificate for participation in 2nd one week online workshop on Advance Statistical Data Analysis using SPSS by Uttar Pradesh University of Medical Sciences.
- Received a certificate of participation from Loyala college Chennai for five day workshop on international FDP on topic ‘emerging technologies and future trends in 2024.
- Received a certificate of participation under SEBI for Punji Bazar conducted from 25th-28th October 2024 in sector-17, Parade ground Chandigarh.
- Received a certificate of participation for participating in one day on case teaching, writing& analysis’ held by GGSDS college and PML SD business school, Chandigarh held on 7th june 2024

CORE COMPETENCIES

- Advanced verbal communication skills
- Patience and hard working
- Leadership and self-motivation
- Adaptable
- Diligent

- Quick learner

INTERESTS AREAS

- A) Participation in various co-curricular activities and cultural events
- B) Languages known– English, Hindi and Punjabi
- C) Socialising with people from different cultures and backgrounds.

I hereby, declare that the information furnished above is true to the best of my knowledge.

MRIDUL TRIKHA