

## *Curriculum- Vitae*

**Ms. Riya Goel**

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### **ACADEMIC PROFILE**

- **Pursuing Doctor of Philosophy (Ph.D.) in Management:** Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.), India
- **Masters in Business Administration (MBA) 2016 :** Shri Shankaracharya Group of Institution, Chhatisgarh Swami Vivekanand Technical University (CSVТУ) Bhilai, (C.G.)
- **Bachelor's of Business Administration (BBA) 2014 :** Modern College of Management and information technology, Bilaspur University (C.G.)

### **TEACHING EXPERIENCE: 03 Years**

- 3 years teaching experience as a lecturer in Modern College of Management and information technology, Korba, Chhattisgarh from July 2016 to April 2019

### **AREAS OF RESEARCH INTEREST**

- Marketing management, Social media marketing

### **CONFERENCES AND SEMINARS**

- National conference: 1
- International conference: 1
- Workshop: 1
- Webinar: 7
- Seminar: 1

### **PUBLICATION AND PRESENTATION**

- Presented a paper entitled **Covid -19:"A curse to Indian Economy"** in National Webinar organised by Faculty of Commerce and IQAC, Avdhut Bhagwan Ram PG College, Anpara, Sonbhadra, UP.
- Presented a paper on **"A brief study on the development of society under science and technology"** at XLIV Indian Social Science Congress, organised by Samrat Ashok Technological Institute, Vidisha.
- Presented a research paper on 5th international conference on the topic **"Challenge opportunities in technology and innovative management practices- A futuristic Approach till 2050"** organised by Ideal Institute of Management and Technology, Delhi.

- Published research paper in " International Journal of Research and Analytical Reviews ISSN 2348-5139, Vol 8; Issue 3; August 2021; on the topic -- " **A brief study on the impact of social media on purchasing decision of consumers**"
- Published research paper in " International Journal of Research and Analytical Reviews ISSN 2348-5139, Vol 9; Issue 2; April 2022; on the topic -- "**A Conceptual Study on Factors Affecting Consumer Buying Behaviour**".