


Curriculum Vitae

Title	Ms.	First Name	Trishala	Last Name	Chauhan	
Designation	Assistant Professor					
Department	Commerce					
Institutional Email Address	Trishala.chauhan@knc.du.ac.in					
EDUCATION						
Degree	Institution	Year	Details			
PhD	The NorthCap University, Gurugram	Submitted	CUSTOMER ENGAGEMENT TOWARDS BRANDED CONTENT: A STUDY OF DELHI NCR			
MPhil	N.A	N.A	N.A			
CAREER PROFILE						
Organisation / Institution	Designation	Duration	Role			
Shaheed Bhagat Singh Evening College, University of Delhi	Assistant Professor	October 2019- June 2023	Teaching and Mentorship			
AREA OF INTEREST : Marketing						
TEACHING EXPERIENCE (Subjects/Courses taught)						
<ul style="list-style-type: none"> I. Business Organization and Management II. E-commerce III. Advertising IV. Computer Applications in Business V. Fundamentals of Investments VI. Cost Accounting 						

VII. International Business

VIII. Consumer Protection

IX. Collective Bargaining

X. Brand Management

PhD (Supervised): N.A
MPhil (Supervised:) N.A

HONORS & AWARDS

I. N.A

PUBLICATION DETAILS

Books: N.A

Journal Articles:

- Chauhan, T., Sindhu, S., & Mor, R. S. (2024). Modelling the factors impacting customer engagement for branded content in healthcare. *International Journal of Pharmaceutical and Healthcare Marketing*, 18(1), 102-121, Emerald (Scopus, ESCI, ABDC).
- Chauhan, T., Sindhu, S., & Mor, R. S. (2022). Analyzing the Enablers of Customer Engagement in Healthcare Using TISM and Fuzzy MICMAC. *Applied System Innovation*, 6(1), 5, (Scopus and ESCI).
- Chauhan, T., & Sindhu, S. (2021). Modeling the antecedents of customer engagement with health related content. *Indian Journal of Computer Science*, 6(5), 28-35, (Google Scholar).
- Chauhan, T., & Nayyar, R. (2020). An Interpretive Structural Modelling approach for modelling the factors affecting consumer online buying behavior. *Indian Journal of Computer Science*, 5(4-5), 18-25, (Google Scholar).
- Chauhan, T. (2020). The Study of Content Marketing in B2C Context. *MERC Global's International Journal of Management*, 8(4).
- Chauhan, T. (2020). Unravelling the practices adopted by consumer companies in the new normal. *Asian Journal of Research in Social Sciences and Humanities*, 10(11), 20-24.
- Chauhan, T. (2020). COVID-19 pandemic: The changes in food consumption behavior. *Alochana Chakra Journal*, 9(5), 7231-7235.

Newspaper Articles: N.A

Papers presented in Seminars/conferences:

- Paper Title: “A Customer Relationship Management Roadmap for Healthcare Service Company” in the 11th National Conference on Changing Global Landscape and New World of Work: Contours of Sustainable Development organized by Banarsidas Chandiwala Institute of Professional Studies, New Delhi from 27-29 July 2023.
- Paper Title: “Branded Content as a tool for customer engagement in Healthcare: TISM and Fuzzy-MICMAC Analysis” in International Conference on Sustainability and Digitalization Organized by Jamia Hamdard on 28th and 29th September 2022.
- Paper Title: “A Customer Relationship Management Roadmap for Healthcare Services: A Case Study of MED24 Healthcare Pvt. Ltd. Gurugram” in International Conference on Resilience for Sustainability: Revisiting Management Practices and Strategizing for the Future Organized by The NorthCap University on March 26, 2021.

National Workshops and Seminar Organised: N.A

Talks/Lectures: N.A

Participation as Resource Person: N.A

OTHER DETAILS

Preparation of Teaching Material: N.A

Research Projects: N.A

Membership in Professional Bodies: N.A

Orientation and Refresher Courses:

- Completed Faculty Induction Programme (Guru Dakshta) under MMTTP of UGC, Sri Guru Tegh Bahadur Khalsa College, University of Delhi from 13th May 2024 to 08th June 2024 with Grade A.
- Completed Six days FDP on “Managerial Research through Multivariate Techniques Using SPSS and AMOS” organized by School of Management and Liberal Studies, The NorthCap University from 22-27th August, 2022.
- Completed an online course on “Marketing Research and Analysis II” on Swayam from January- April, 2022 with 1st Rank.
- Completed One week online short-term course on “Practices of Statistical & Optimization Techniques for Research (PSTOR-22)” organized by Department of Industrial and Production Engineering, Dr B R Ambedkar National Institute of Technology, Jalandhar from 6th June to 10th June 2022.
- Completed a Refresher course on Managing Online Classes and Co-creating MOOCS organized by Ramanujan College, University of Delhi from 5th July 2021- 19th August 2021.
- Completed One week e-FDP on “Structural Equation Modeling using SmartPLS”, organized by Research Smiths from 28th June - 02 July 2021.
- Completed One week e- FDP on “Academic and Research Social Media Websites” organized by Maharaja Agrasen University, Baddi, HP, from 02-08 June 2021.
- Completed Seven Days online FDP on “Quantitative Data Analysis” organized by Ramanujan College, University of Delhi from 27th April-03 May 2021.
- Completed an online course on “Marketing Research and Analysis” on Swayam from September-November, 2020.
- Completed certificate course in “Content Marketing” offered by Amity Future Academy, July 2020.
- Completed Seven Days Online Faculty Development Programme on “Contemporary Research Practices in Social Sciences” from 30th May -05th June,2020 organized by Amity University, Uttar Pradesh.
- Completed Seven Days National Online Workshop Organized by Ramanand Arya D.A.V College in association with University of Mumbai on “Research Methods and Techniques” from 4th May to 10th May 2020.

Field Work: N.A