



Centre for Global Studies [CGS]

University of Delhi



Aiming High, Touching Sky

Title	Dr.	First Name	Suzanee	Last Name	Malhotra	Photograph
Designation	Associate					
Discipline	Commerce and Management Studies					
(College/Dept.)	Management & Financial Studies, Shaheed Sukhdev					
Address	College of Business Studies, University of Delhi					
(Residence)	B-8, Sector-3, Rohini, Delhi - 110085					
Phone No (Office)	011-27666281					
(Residence)						
Mobile	9971429987					
Email	Suzaneedu11@gmail.com					
Web-Page	www.cgs.du.ac.in					
Educational Qualifications						
Subject	Institution	Year	Details			
B.com Hons	SGGSCC, University of Delhi	2015	First Division			
M.com	Department of Commerce, Delhi School of Economics, University of Delhi	2017	First Division			
M.Phil. (Marketing)	Department of Commerce, Delhi School of Economics, University of Delhi	2019	First Division			
PhD (Marketing)	Department of Commerce, Delhi School of Economics, University of Delhi	2023	Awarded in 99 th Convocation of University of Delhi			
Organization / Institution						
Shaheed Sukhdev College of Business Studies, University of Delhi	August 2023 onwards	Assistant Professor	Management & Financial Studies			
Shaheed Bhagat Singh Evening College (SBSEC), University of Delhi	2021 to June 2023	Assistant Professor	Commerce			
Deen Dayal Upadhaya College, University of Delhi	2018 to 2019	Assistant Professor	Commerce and Management Studies			
Sri Guru Gobind Singh College of Commerce, University of Delhi	September 2017	Assistant Professor	Commerce			
Research Interests / Specializations						

Marketing Management, Consumer Brand Relationship, Consumer Behaviour, Advertising

Teaching Experience (Subjects/Courses Taught)

Organization Behaviour; Personality Development & Communication; Entrepreneurial Essentials-1; Advertising & Personal Selling; International Business; Computerized Accounting System; Computer Applications in Business; Financial Institutions, Markets & Services; Business Maths & Statistics; Entrepreneurship Development; Financial Accounting; Investment Banking and Financial Services; Project Appraisal; Macro-economics; Business Organization and Management; Business laws (IT Act)

Honors & Awards

Best Paper Award: Feature of Mobile Trading Apps: A Silver Lining of Pandemic, International E-conference on Global Information & Business Strategies Gitarattan International Business School 9th – 10th January 2021, New Delhi, India.

Best Paper Award: Revenge Buying: The Curious Case of Consumer Buying Behaviour, 6th International Management Conference- AMRIT, Fortune Institute of International Business, 16th – 18th December 2020, New Delhi, India.

Best Paper Award: Brand Love: Concept and Dimensions, 9th National Conference on Global Information & Business Strategies, Gitarattan International Business School, 7th – 8th December 2018, New Delhi, India.

Publications

Malhotra, S. (2023). Digital forensics meets ai: A game-changer for the 4th industrial revolution. In Artificial Intelligence and Blockchain in Digital Forensics (pp. 1-20). River Publishers.

Malhotra, S. (2022). Impact of Country of Origin on Brand Love: An Empirical Study of Select Denim Jeans Brands. International Journal of Business and Society, 23(2), 820-833.

Malhotra, S., Chaudhary, K., & Alam, M. (2022). Modeling the use of voice based assistant devices (VBADs): A machine learning base an exploratory study using cluster analysis and correspondence analysis. International Journal of Information Management Data Insights, 2(1), 100069.

Malhotra, S. (2021). Empirical scale for revenge buying behaviour: A curious consequence of pandemic. BIMTECH Business Perspective (BSP), 3(1), 1-14.

Malhotra, S. (2021). Embrace the data analytics chase: A journey from basics to business. In Big Data Analytics (pp. 1-17). Auerbach Publications.

Malhotra, S. (2021). Demystifying the Cult of Data Analytics for Consumer Behavior: From Insights to Applications. In Big Data Analytics (pp. 231-249). Auerbach Publications.

Malhotra, S. (2021). Studying the Influence of Brand Love on Brand Jealousy for Premium Clothing Brands. SCMS Journal of Indian Management, 18(2), 5-18.

Malhotra, S. (2021). Brands Gamified: Concept, Applications and Challenges. Gyan Management Journal, 15(2), 1-11.

Malhotra, S. (2021). "Do You Love Binge-Watching It?": A Study of Brand Love for Over-The-Top (OTT) Media Platforms. Optimization: Journal of Research in Management, 13(1).

Malhotra, S. (2021). Proposed Framework for Online Gaming Behavior: Transience from Pleasure to Fervour. Maims Journal of Management 2021, 17 (Spl. Issue), 10-19.

Malhotra, S. (2020). Study of features of mobile trading apps: A silver lining of pandemic. Journal of Global Information & Business Strategy (JGIBS), 12(1), 75-80.

Malhotra, S. (2019). Exploring significance of consumer brand relationships using their love for mobile

phone brands. *Journal of Global Information & Business Strategy (JGIBS)*, 11(1), 69-76.

Papers/Articles in Indexed/ Peer Reviewed Journals

Malhotra, S. (2022). Impact of Country of Origin on Brand Love: An Empirical Study of Select Denim Jeans Brands. *International Journal of Business and Society*, 23(2), 820-833.

Malhotra, S., Chaudhary, K., & Alam, M. (2022). Modeling the use of voice based assistant devices (VBADs): A machine learning base an exploratory study using cluster analysis and correspondence analysis. *International Journal of Information Management Data Insights*, 2(1), 100069.

Malhotra, S. (2021). Empirical scale for revenge buying behaviour: A curious consequence of pandemic. *BIMTECH Business Perspective (BSP)*, 3(1), 1-14.

Malhotra, S. (2021). Studying the Influence of Brand Love on Brand Jealousy for Premium Clothing Brands. *SCMS Journal of Indian Management*, 18(2), 5-18.

Malhotra, S. (2021). Brands Gamified: Concept, Applications and Challenges. *Gyan Management Journal*, 15(2), 1-11.

Malhotra, S. (2021). "Do You Love Binge-Watching It?": A Study of Brand Love for Over-The-Top (OTT) Media Platforms. *Optimization: Journal of Research in Management*, 13(1).

Malhotra, S. (2021). Proposed Framework for Online Gaming Behavior: Transience from Pleasure to Fervour. *Mains Journal of Management* 2021, 17 (Spl. Issue), 10-19.

Malhotra, S. (2020). Study of features of mobile trading apps: A silver lining of pandemic. Malhotra, S.(2020). Study of features of Mobile Trading Apps: A silver lining of pandemic. *Journal of Global Information & Business Strategy (JGIBS)*, 12(1), 75-80.

Malhotra, S. (2019). Exploring significance of consumer brand relationships using their love for mobile phone brands. *Journal of Global Information & Business Strategy (JGIBS)*, 11(1), 69-76.

Articles/Chapters in Edited Collections

Malhotra, S. (2023). Digital forensics meets ai: A game-changer for the 4th industrial revolution. In *Artificial Intelligence and Blockchain in Digital Forensics* (pp. 1-20). River Publishers.

Malhotra, S. (2021). Embrace the data analytics chase: A journey from basics to business. In *Big Data Analytics* (pp. 1-17). Auerbach Publications.

Malhotra, S. (2021). Demystifying the Cult of Data Analytics for Consumer Behavior: From Insights to Applications. In *Big Data Analytics* (pp. 231-249). Auerbach Publications.

Other Publications

Brand Insights: from Meaning to Actionable Brand Outcomes, Brand Management, SOL study material.

Conference/Workshop/Seminar Presentations

Assessing the dubious role of greenwashing claims on green brand love for Mamaearth, 6th International Conference on Multinational Enterprises and Sustainable Development (MESD23), 29th – 30th November 2023, New Delhi, India.

Revenge Travel: A re-vitaliser for the travel and tourism sector, XIII International Tourism Congress, Estoril Higher Institute for Tourism & Hotel Studies, Lisbon, Portugal, 28th – 29th October 2021, Lisbon, Portugal (online).

Brands Gamified: concept, applications and challenges, 18th GJ-NatConMite 2021, Gian Jyoti Institute of Management and Technology, 13th October 2021, Chandigarh, Punjab (online).

Proposed Framework for Online Gaming Behavior: transience from pleasure to fervour, MAIMS 9th International Conference (HRMK -2021), Maharaja Agrasen Institute Of Management Studies, 7th

October 2021, New Delhi, India (online).

Feature of Mobile Trading Apps: A Silver Lining of Pandemic, International E-conference on Global Information & Business Strategies, Gitarattan International Business School, 9th – 10th January 2021, New Delhi, India, (online).

Revenge Buying: The Curious Case of Consumer Buying Behaviour, 6th International Management Conference- AMRIT Fortune Institute of International Business, 16th – 18th December 2020. New Delhi, India (online).

Beauty and Love: A study of Brand Love for Cosmetics, 10th International Conference on Global Information & Business Strategies, Gitarattan International Business School, 13th -15th December 2019, New Delhi, India.

Brand Love: Concept and Dimensions, 9th National Conference on Global Information & Business Strategies, Gitarattan International Business School, 7th – 8th December 2018, New Delhi, India.

Session Chairs/Keynote Addresses/Invited Lectures

Acted as a Chairperson for a Parallel Session during the XIII International Tourism Congress, Estoril organized by Estoril Higher Institute for Tourism & Hotel Studies, Lisbon, Portugal from 28th October to 29 October 2021.

Delivered a lecture as a Resource Person for the Three Days National Level Online Workshop on “Role and Dynamics of IPR in Contemporary World” organized by Department of Management & Research Cell, CEC, Indore from 26th May, 2021 – 28th May, 2021.

Conducted session as a Resource Person for the Capacity Building Program Workshop for around 100 Commerce School Teachers in the domain of International Business held at D.A.V. Centenary Public School, Paschim Enclave.

Total Publication Profile

Books: -

Articles/Papers in Indexed/ Peer Reviewed Journals: 9

Articles/Papers in Journals/Books/Newsletters: 4

Conference/Seminar Presentations: 8

Public Service / University Service / Consulting Activity

Organizing Team Member for the Valedictory Ceremony of Centenary Celebrations, University of Delhi held on 30th June 2023.

Co-convenor of Marketing Society MarqSoc, Consulting Cell and SBSEC-Rotaract Club (2022-2023).

Member of Stage committee and Prize Committee for the 50th Annual Day Celebration, SBSEC (2022-2023).

Editorial Member of the e-magazine for Commerce department, SBSEC (2021-2022 and 2022-2023).

Organizing team member of the annual commerce festival 'Unnati-SBSEC' (2021-2022 and 2022-2023).

Program Committee Member for International Conference on Data Analytics in Business and Marketing (ICDABM2022) organized by Department of Commerce, Shivaji College, University of Delhi (April 21-22, 2022).

Member of website committee for the Commerce department for SBSEC (2021-2022).
Professional Societies Memberships
Projects (Major Grants / Collaborations)
An executive member in the Delhi University's Innovative Project – “Sustainability as an Innovative Business Strategy - Challenges and Key Drivers for the Corporate World” (2013-2015).
Other Details
Acted as a Reviewer for South Asian Journal of Marketing and Global Business Review.

Suzanne Mathia

Signature of the Fellow/Associate

Signature of the Director