

Curriculum Vitae

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| Name | Dr. Saloni Pawan Diwan |
| Designation | Assistant Professor |
| Qualification | Ph.D. (Management) |
| Date of Joining | June 19, 2006 |
| Mobile No. | 98960-58655 |
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- 1. Education** : Ph.D. (Management) 2012
Kurukshetra University, Kurukshetra, Haryana
- MBA (Marketing & International Business) 2003
Maharshi Dayanand University, Rohtak, Haryana
- Qualified **UGC - NET** exam in 2004
- Qualified **SLET** exam in 2004
- 2. Work Experience** : Teaching : 21 years
Research : 15 years
- 3. Courses Taught** : *In MBA:*
- Advertising Management
 - Marketing Management
 - International Marketing
 - Managerial Economics

4. Research Publications :

4.1 In International Journals

1. **Saloni Pawan Diwan**, B.S. Bodla, *Development of empirically based customer-derived positioning typology in the automobile industry*, Journal of Strategic Marketing 19(6) (2011) 531-550.
(Publisher: Routledge Taylor & Francis Group; ISSN: 0965-254X; Impact factor: 3.7; Scopus Indexed)

2. **Saloni Pawan Diwan**, B.S. Bodla, *Investigating the congruence among the positioning strategies of three Indian car brands*, *Journal of Brand Strategy* 3(4) (2014-2015) 373-386.
(Publisher: Henry Stewart Publications, U.K.; ISSN: 2045-855X; Impact Score: 0.48; Scopus Indexed)
3. R. Saroha, **Saloni Pawan Diwan**, *Modeling customer satisfaction and customer loyalty in the frame of telecommunications industry: A review*, *EuroMed Journal of Management* 2(1) (2017) 15-37.
(Publisher: Inder Science; ISSN: 2055-1703)
4. R. Saroha, **Saloni Pawan Diwan**, *Development of an empirical framework of customer loyalty in the mobile telecommunications sector*, *Journal of Strategic Marketing* 28(14) (2019) 1-22.
(Publisher: Routledge Taylor & Francis Group; ISSN: 0965-254X; Impact factor: 3.7; Scopus Indexed)
5. **Saloni Pawan Diwan**, B.S. Bodla, *Identifying the congruence among the presumed, communicated and perceived brand positioning strategies of Indian automobile brands*, *Journal of Business Studies* 6(1) (2019) 22-40.
(Publisher: Faculty of Management Studies & Commerce, University of Jaffna; ISSN: 2362-0277)
6. **Saloni Pawan Diwan**, B.S. Bodla, *Measuring brand positioning effectiveness of car brands using triangular approach*, *SN Business & Economics* 2(39) (2022) 1-19.
(Publisher: Springer; ISSN: 2662-9399; Impact Score: 0.6; Scopus Indexed)
7. C. Arora, **Saloni Pawan Diwan**, *Children influence on family purchase decisions across product categories*, *SN Business & Economics* 2(67) (2022) 1-21.
(Publisher: Springer; ISSN: 2662-9399; Impact Score: 0.6; Scopus Indexed)
8. T. Gulati, **Saloni Pawan Diwan**, *Measuring corporate citizenship and public image: Evidence from scale development and validation*, *Social Responsibility Journal* (2024)
(Publisher: Emerald Publishing Limited; ISSN: 1747-1117; Impact Factor: 4.85; Scopus Indexed)
9. C. Arora, **Saloni Pawan Diwan**, *Examining the collaborative impact of socializing agents, influencing strategies and product categories to investigate the children influence on parents' purchase decisions*, *SN Business & Economics* 5(4) (2025) 1-25.
(Publisher: Springer; ISSN: 2662-9399; Impact Score: 0.6; Scopus Indexed)
10. Rupali Lamba, **Saloni P. Diwan**, *The power of reactions: Emotional and content cues in fashion brand engagement*, *International Journal of Advance Research Publication and Reviews* 2(9) (2025) 464-474.
11. Rupali Lamba, **Saloni P. Diwan**, *Determinants of online consumer engagement: evidence from facebook brand pages*, *International Journal of Advance Research Publication and Reviews* 6(9) (2025) 2704-2712.

4.2 In National Journals

1. **Saloni Pawan Diwan**, M.K. Jain, *Brand positioning: The unbeatable weapon in present marketing scenario*, *Indian Journal of Marketing* 39(4) (2009) 9-13, 20.
(ISSN: 0973-8703; Impact Factor: 2.12; Scopus Indexed)

2. **Saloni Pawan Diwan, B.S. Bodla**, *Green marketing: A new paradigm of marketing in the automobile industry*, Prabandhan: Indian Journal of Management 4(5) (2011) 29-35.
(ISSN: 0975-2854; Scopus Cite Score: 3.3; Impact Factor: 1.91; Scopus Indexed)
3. **Saloni Pawan Diwan, B.S. Bodla**, *Positioning strategies of passenger car industry in India: A perceptual survey of customers*, Business and Management: Contemporary Research Issues (2011) 471-478.
(ISBN 10: 0230-32185-2)
4. **Saloni Pawan Diwan, B.S. Bodla**, *Ethics in Advertisement: An opinionistic survey of students*, GGGI Management Review 3(1) (2013) 49-55.
(ISSN: 2249-4103)
5. **Saloni Pawan Diwan, B.S. Bodla**, *Survival mantras and excellent careers in downturn of the economy*, Changing Landscape of Indian Financial Sector (2014) 184-188.
(ISBN: 978-93-82068-26-6)
6. **Saloni Pawan Diwan, J. Singh**, *India's foreign trade in the era of economic reforms and WTO: Review of existing studies*, GGGI Management Review 4(2) (2014) 64-73.
(ISSN: 2249-4103)
7. **Saloni Pawan Diwan, C. Arora**, *Advanced marketing techniques to target the new generation children: A conceptual study*, Advances in Management for Business Excellence (2015) 442-448.
(ISBN: 978-93-84370-32-9)
8. **Saloni Pawan Diwan, J. Singh, R.K. Turan**, *Marketing strategies of automobile companies: A study of selected firms*, Strategies for Business Excellence (2015) 276-284.
(ISBN: 978-93-84224-28-8)
9. **Saloni Pawan Diwan, R. Saroha**, *A comparative study of green initiatives undertaken by HUL and P&G*, Strategies for Business Excellence (2015) 292-300.
(ISBN: 978-93-84224-28-8)
10. **Saloni Pawan Diwan**, *Investigating the level of agreement among brand positioning strategies of two Indian automobile brands*, Shimla Management Journal 9(1) (2016) 79-89.
(ISSN: 2320-0154)
11. R. Saroha, **Saloni Pawan Diwan**, *Enhancing competitiveness and ensuring sustainable business growth through innovation strategy: A case study*. CPJ Global Review 9(1) (2017) 41-48.
(ISSN: 0975-1874)
12. J. Singh, **Saloni Pawan Diwan, B.S. Bodla**, *Growth of India's foreign trade in both pre- and post-liberalization periods (1951-2017)*, TSME Journal of Management 7(1) (2017) 8-19.
(ISSN: 2249-6092)

13. R. Saroha, **Saloni Pawan Diwan**, *Impact of goods and services tax on Indian telecommunications sector: A theoretical analysis*, TSME Journal of Management 7(2) (2017) 41-49.
(ISSN: 2249-6092)
14. C. Arora, **Saloni Pawan Diwan**, *Role of children in family purchase decisions: A review*, GGGI Management Review 7(2) (2017) 21-30.
(ISSN: 2249-4103)
15. R. Saroha, **Saloni Pawan Diwan**, *Customer satisfaction in Indian telecommunications sector: An empirical study*, CPJ Global Review 10(1) (2018) 61-71.
(ISSN: 0975-1874)
16. J. Singh, **Saloni Pawan Diwan**, *Competitiveness of India's exports: A study of selected textile and clothing products*, TSME Journal of Management 9(1&2) (2019) 1-14.
(ISSN: 2249-6092)
17. R. Saroha, **Saloni Pawan Diwan**, *Latest technological interventions to assess customer satisfaction and loyalty in Indian telecommunications sector*, TSME Journal of Management 9(1&2) (2019) 40-50.
(ISSN: 2249-6092)
18. J. Singh, **Saloni Pawan Diwan**, Amita, *Performance of India's services exports between 1990-91 and 2017-18: A study of compositional changes*, Gyan Vimarsha: An Inter-Disciplinary Research Journal 3(3) (2020) 165-178.
(ISSN: 2581-6845)
19. J. Singh, **Saloni Pawan Diwan**, B. S. Bodla, *Structural changes in composition and direction of India' exports*, HSB Research Review 15(2) (2020)1- 13.
(ISSN: 0976-1179)
20. J. Singh, **Saloni Pawan Diwan**, Rajesh Kumar, *Impact of Covid-19 pandemic on Foreign trade: A study in reference to India*, TSME Journal of Management 10(1&2) (2020) 36-46.
(ISSN: 2249-6092)
21. R. Lamba, **Saloni Pawan Diwan**, *Implementing social customer relationship management in the banking industry*, Contemporary Issues in Banking, Insurance and Financial Services (2022) 58-67.
(ISBN: 978-81-955434-5-8)
22. J. Singh, **Saloni Pawan Diwan**, Rajesh Kumar, *Government of India's initiatives for wider penetration of insurance during Covid-19 and growth of insurance industry*, Contemporary Issues in Banking, Insurance and Financial Services (2022) 235-240.
(ISBN: 978-81-955434-5-8)
23. Rajesh Kumar, J. Singh, **Saloni Pawan Diwan**, *Financial performance of selected Fast Moving Capital Goods (FMCG) companies in India during and before the Covid-19 pandemic*, TSME Journal of Management 12(1&2) (2022) 11-20.
(ISSN: 2249-6092)

24. **Saloni Pawan Diwan**, *Penetration of health insurance in India: The road ahead*, TSME Journal of Management 12(1&2) (2022) 31-41.
(ISSN: 2249-6092)
25. C. Arora, **Saloni Pawan Diwan**, *Children badgering tricks to influence parents' purchase decisions*, Amity Journal of Management Research 5(1) (2022) 564-583.
(ISSN: 2455-9881)
26. **Saloni Pawan Diwan**, B.S. Bodla, *Changing landscape of insurance distribution in the era of digitalization and Covid-19 Pandemic: An empirical study of India*, Banking, Insurance and Financial Services: Digitalisation and Covid Led Trends (2023) 14-32.
(ISBN: 978-81-19079-07-0)
27. R. Lamba, **Saloni Pawan Diwan**, *Consumer brand engagement through marketing 4.0: A case of Indian Luxury fashion industry*. JIM Quest: Journal of Management and Technology 19(2) (2023) 111- 120.
(ISBN: 0975 6280; UGC-CARE Listed)
28. P.M. Sandhu, **Saloni Pawan Diwan**, *Unlocking potential: A conceptual framework for digitalization in MSMEs*, Shimla Management Journal 15(1) (2023) 117-131.
(ISSN: 2320-0154)

5. Research Papers Presented in Conferences/Seminars

5.1 In International Conferences

1. **Saloni P. Diwan**, B.S. Bodla, *Come out of dreams: Does your brand positioning strategy really work?* XII Annual International Conference on Global Turbulence: Challenges & Opportunities, Bangkok, Thailand (May 05-06, 2012).
2. **Saloni P. Diwan**, *The reality of green in green marketing*, International Conference on Eco-Investment and Innovation for Inclusive Green Growth: possible pathways to eradication of poverty and sustainable development, organized by Department of Economics, University College, Kurukshetra University, Kurukshetra, Haryana (March 25-26, 2014).
3. R. Saroha, **Saloni P. Diwan**, *Adopting business innovations to generate sustainable business solutions and competitiveness: A case study of Nestle*, 5th Annual International Conference on Startup to Sustainability: Initiatives and Challenges, organized by Department of Commerce, Delhi School of Economics, University of Delhi, Delhi (November 04-05, 2016).
4. **Saloni P. Diwan**, *Exploring treasures hidden in ancient scripture 'The Bhagavad Gita' for managerial effectiveness*, International Seminar on Bhagavad Gita: Holistic Life Management and World Harmony Tourism Motivation, organized by Kurukshetra University, Kurukshetra, Haryana (December 06-09, 2016).
5. **Saloni P. Diwan**, *Drawing analogy between modern management concepts and teachings of the Bhagavad Gita: A theoretical analysis*, International Seminar on

- Exploring Self in Digital Age: The Perspective of Shrimad Bhagavad Gita Philosophy, organized by Kurukshetra University, Kurukshetra, Haryana (November 25-27, 2017).
6. **Saloni P. Diwan**, *Management lessons from the teachings of the Bhagavad Gita*, International Seminar on Making new India: Insights from Bhagavad-Gita, organized by Kurukshetra University, Kurukshetra, Haryana (December 13-15, 2018).
 7. **Saloni P. Diwan**, *Twin Paradox: The evidences from Vedas and Scientific Reality*, International Seminar on Making New India: Insights from Bhagavad Gita, organized by Kurukshetra University, Kurukshetra, Haryana (December 13-15, 2018).
 8. **Saloni P. Diwan**, *Identifying solutions from Bhagavad Gita to handle business disruptions*, International Seminar on Universal Welfare and the Eternal Philosophy of Bhagavad Gita, organized by Kurukshetra University, Kurukshetra, Haryana (December 03-05, 2019).
 9. **Saloni P. Diwan**, *Disruptive leadership in the era of digital transformation: Insights from Bhagavad Gita*, 5th International Seminar on Sustainable Existence & Srimad Bhagavad Gita Philosophy, organized by Kurukshetra University, Kurukshetra, Haryana (December 21-23, 2020).
 10. **Saloni P. Diwan**, *Applicability of the teachings of Bhagavad Gita in handling business disruptons*, 5th International Seminar on Sustainable Existence & Srimad Bhagavad Gita Philosophy, organized by Kurukshetra University, Kurukshetra, Haryana (December 21-23, 2020).
 11. **Saloni P. Diwan**, *Insights from Bhagawad Gita to achieve self-reliant India*, 6thInternational Seminar on Vishwa Guru Bharat: Lessons from Bhagavad Gita organized by Kurukshetra University, Kurukshetra, Haryana (December 09-11, 2021).
 12. **Saloni P. Diwan**, *Bhagawad Gita: A guide to entrepreneurship for self-reliant India*, 6thInternational Seminar on Vishwa Guru Bharat: Lessons from Bhagavad Gita, organized by Kurukshetra University, Kurukshetra, Haryana (December 09-11, 2021).
 13. **Saloni P. Diwan**, *Lessons on strategic planning and management from Srimad Bhagawad Gita*, 6th International Seminar on Vishwa Guru Bharat: Lessons from Bhagavad Gita, organized by Kurukshetra University, Kurukshetra, Haryana (December 09-11, 2021).
 14. **Saloni P. Diwan**, *Towards a sustainable business paradigm: Timeless lessons from Bhagawad Gita*, 7th International Gita Seminar on World Peace and Harmony: Insights from Srimad BhagavadaGita, organized by Kurukshetra University, Kurukshetra, Haryana (November 29 - December 01, 2022).
 15. **Saloni P. Diwan**, *Illuminating leadership with concomitant of Bhagawad Gita for achieving higher growth*, 7th International Gita Seminar on World Peace and Harmony: Insights from Srimad BhagavadaGita, organized by Kurukshetra University, Kurukshetra, Haryana (November 29-December 01, 2022)

16. **Saloni P. Diwan**, *Social Customer Relationship Management: Reinventing the customer relationships in the Indian telecom industry*, One day virtual International Conference on Digitalization: A move towards Economic Growth, organized by Dyal Singh College, Karnal (April 21, 2023).
17. R. Lamba, **Saloni P. Diwan**, *Digitalization: A move towards economic growth*, One Day Virtual International Conference, organized by Dyal Singh College, Karnal, Haryana (April 21, 2023).
18. R. Lamba, **Saloni P. Diwan**, *Influencing consumer brand experience in the era of Marketing 4.0*, International Conference on Advance Research in Technology, Management, Social Science, Sustainable Development & Humanities, organized by DAV Institute of Management, Faridabad in collaboration with Centre for Training and Development (May 12-13, 2023).
19. **Saloni P. Diwan**, *The Bhagavad Gita and family dynamics: An exploration of decision making process*, 8th International Gita Seminar on Vasudhaiva Kutumbakam: Srimad Bhagavad Gita and Global Unity, organized by Kurukshetra University, Kurukshetra, Haryana (December 17-19, 2023).
20. **Saloni P. Diwan**, *Vasudhaiva Kutumbakam in business: Bridging Bhagavad Gita's wisdom with 21st century management for sustainable brand loyalty*, 8th International Gita Seminar on Vasudhaiva Kutumbakam: Srimad Bhagavad Gita and Global Unity, organized by Kurukshetra University, Kurukshetra, Haryana (December 17 -19, 2023).
21. **Saloni P. Diwan**, *Digital transformation through big data, IOT and blockchain capabilities in Indian telecom industry*, International Conference on Innovative Technological Applications Reshaping Modern Business, organized by University School of Management, Kurukshetra University, Kurukshetra, Haryana (March 15-16, 2024).
22. **Saloni P. Diwan**, *Enhancing customer experience through personalization in digital marketing*, International Conference on Innovative Technological Applications Reshaping Modern Business, organized by University School of Management, Kurukshetra University, Kurukshetra, Haryana (March 15-16, 2024).
23. P.M. Sandhu, **Saloni Pawan Diwan**, *Unlocking potential: A conceptual framework for digitalization in MSMEs*, International Conference on Innovative Technological Applications Reshaping Modern Business, organized by University School of Management, Kurukshetra University, Kurukshetra, Haryana (March 15-16, 2024).
24. **Saloni Pawan Diwan**, *Dharma of business: A study of Tata Group's CSR initiatives through the lens of Bhagavad Gita*, 9th International Gita Conference on Shrimad Bhagwad Gita and Sustainable Ecosystem, organized by Kurukshetra University, Kurukshetra, Haryana (December 5-7, 2024).
25. R. Lamba, **Saloni Pawan Diwan**, *Harmony in action: Leveraging Bhagavad Gita principles for sustainable innovation in the Indian telecom industry*, 9th International

- Gita Conference on Shrimad Bhagwad Gita and Sustainable Ecosystem, organized by Kurukshetra University, Kurukshetra, Haryana (December 5-7, 2024).
26. **Saloni Pawan Diwan**, *Embracing Bhagavad Gita's timeless wisdom to achieve the vision of Viksit Bharat 2047*, 9th International Gita Conference on Shrimad Bhagwad Gita and Sustainable Ecosystem, organized by Kurukshetra University, Kurukshetra, Haryana (December 5-7, 2024).
 27. C. Arora, **Saloni Pawan Diwan**, *Resilience redefined: The Bhagavad Gita's role in Bharat's progress*, 9th International Gita Conference on Shrimad Bhagwad Gita and Sustainable Ecosystem, organized by Kurukshetra University, Kurukshetra, Haryana (December 5-7, 2024).
 28. C. Arora, **Saloni Pawan Diwan**, *Illuminating leadership with concomitant of Bhagavad Gita for achieving higher growth*, 9th International Gita Conference on Shrimad Bhagwad Gita and Sustainable Ecosystem, organized by Kurukshetra University, Kurukshetra, Haryana (December 5-7, 2024).
 29. R. Lamba, **Saloni Pawan Diwan**, *5G and Beyond: Reliance Jio's pioneering role in digitally empowering Viksit Bharat 2047*, International Conference on Vision 2047: Prosperous & Great Bharat, organized by Swadeshi Shodh Sansthan, New Delhi, Kurukshetra University, Kurukshetra, CCS Karyana Agricultural University, Hisar, Indian Council of Agricultural Research, New Delhi, Indira Gandhi National Tribal University, Amarkantak and University of Agder, Norway (April 24-26, 2025).
 30. **Saloni Pawan Diwan**, *From brick and mortar to click and connect: The impact of SOLOMO on Nike*, International Conference on Reimagining Business: Innovate, Include & Thrive, organized by Department of Commerce, Kurukshetra University, Kurukshetra, Haryana (October 08 -09, 2025).
 31. **Saloni Pawan Diwan**, *Reimagining business with social media: Insights from Instagram fan page analytics for fashion brand transformation*, International Conference on Reimagining Business: Innovate, Include & Thrive, organized by Department of Commerce, Kurukshetra University, Kurukshetra, Haryana (October 08 -09, 2025).
 32. **Saloni Pawan Diwan**, *Examining the relationship between greenwashing, social cynicism and business transformation in advancing sustainability*, International Conference on Reimagining Business: Innovate, Include & Thrive, organized by Department of Commerce, Kurukshetra University, Kurukshetra, Haryana (October 08 -09, 2025).
 33. C. Arora, **Saloni P. Diwan**, *Reimagining family consumer influence through Svadharma: From duty to decision.*, 10th International Gita Conference-2025 on Svadharma and Swadeshi in Shrimad Bhagavad Gita: Inspiration for Duty, Peace and Harmony, organized by Kurukshetra University, Kurukshetra, Haryana (November 24 -26, 2025).
 34. **Saloni Pawan Diwan**, *Ancient wisdom, modern consumers: Translating Gita philosophy*, 10th International Gita Conference-2025 on Svadharma and Swadeshi in

Shrimad Bhagavad Gita: Inspiration for Duty, Peace and Harmony, organized by Kurukshetra University, Kurukshetra, Haryana (November 24 -26, 2025).

35. **Saloni Pawan Diwan**, *Digital Dharma: A study of Reliance group's ethical framework in the lens of Bhagavad Gita and its influence on SOLOMO consumer behaviour*, 10th International Gita Conference-2025 on Svadharma and Swadeshi in Shrimad Bhagavad Gita: Inspiration for Duty, Peace and Harmony, organized by Kurukshetra University, Kurukshetra, Haryana (November 24 -26, 2025).

5.2 In National Conferences

1. **Saloni P. Diwan**, *Survival mantras and excellent careers in recession*, AICTE Sponsored 3 days National Seminar on Emerging Facts on Management-Issues & Challenges, organized by Shri Atmanand Jain Institute of Management & Technology (AIMT), Ambala, Haryana (November 06-08, 2009).
2. **Saloni P. Diwan**, *Green movement - A new paradigm of marketing in automobile industry*, National Conference on Emerging Global Economic Scenario: Asean & India, organized by Department of Economics, Kurukshetra University, Kurukshetra, Haryana (March 19-20, 2010).
3. **Saloni P. Diwan**, *Ethics in advertisements: An optimistic survey of students*, National Seminar on Liberalisation, Privatisation and Globalisation Issues, Challenges and Prospects, organized by DAV (PG) College, Karnal, Haryana (October 05-06, 2010).
4. **Saloni P. Diwan**, *Positioning strategies of automobile companies in India for global competitiveness*, National Seminar on Global Competitiveness of Indian Business, organized by University School of Management, Kurukshetra University, Kurukshetra (February 12-13, 2011)
5. **Saloni P. Diwan**, *CSR initiatives of automobile companies in India*, National Seminar on Global Competitiveness of Indian Business, organized by University School of Management, Kurukshetra University, Kurukshetra, Haryana (February 12-13, 2011).
6. **Saloni P. Diwan**, *Positioning Strategies of passenger car industry in India: A perceptual survey of customers*, HSB Annual National Conference on Business and Management, organized by Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hisar, Haryana (March 10-11, 2011).
7. **Saloni P. Diwan**, *Positioning Strategies of car brands of Ford & Tata*, 2nd National Conference on Managing Growth in the Era of Global Pressures-2012, organized by Galaxy Global Group of Institutions, Ambala, Haryana (February 04-05, 2012)
8. **Saloni P. Diwan**, *Positioning strategies of A2 segment car brands of Hyundai*, HSB 4th Annual National Conference on Business and Management, organized by Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hisar, Haryana (February 09-10, 2012).
9. **Saloni P. Diwan**, *Measuring the distance: The effectiveness of brand communication strategies*, National Seminar on New Age Business: Changes, Challenges and Coping

- Strategies, organized by Department of Commerce, Government College for Girls, Panchkula, Haryana (March 14, 2012).
10. **Saloni P. Diwan**, *Creating sustainable energy system: A study of energy conservation measures in India*, National Seminar on New Age Business: Changes, Challenges and Coping Strategies, organized by Department of Commerce, Government College for Girls, Panchkula, Haryana (March 14, 2012).
 11. **Saloni P. Diwan**, *Investigating the congruence among positioning strategies of three Indian car brands*, HSB 6th Annual National Conference on Business and Management, organized by Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hisar, Haryana (February 06-07, 2014).
 12. **Saloni P. Diwan**, *Children as consumers : A study of growth of children market in India*, National Seminar on Emerging issues in Commerce, Economics and Management, organized by Chhotu Ram Arya College, Sonapat, Haryana (November 22, 2014)
 13. **Saloni P. Diwan**, *Advanced marketing techniques to target the new generation children: A conceptual study*, National Conference on Advances in Management for Business Excellence, organized by National Institute of Technology, Kurukshetra, Haryana (February 27-28, 2015).
 14. **Saloni P. Diwan**, *The reality of achieving the desired positioning: A study of identifying the gaps among positioning strategies adopted by companies*, National Conference on Advances in Management for Business Excellence, organized by National Institute of Technology, Kurukshetra, Haryana (February 27-28, 2015).
 15. **Saloni P. Diwan**, *Marketing with reference to children: A study of literature*, 2nd National Seminar on Technology, Innovation and Entrepreneurship in 21st Century, organized by Department of Management Studies, Deenbandhu Chhotu Ram University of Science and Technology, Murthal, Haryana (March 17, 2015).
 16. **Saloni P. Diwan**, *Marketing strategies of automobile companies: A case study of selected firms*, National Seminar on Strategies for Business Excellence in Global Era, organized by University School of Management, Kurukshetra University, Kurukshetra, Haryana (March 21, 2015).
 17. **Saloni P. Diwan**, *A comparative study of green initiatives undertaken by HUL and P&G*, National Seminar on Strategies for Business Excellence in Global Era, organized by University School of Management, Kurukshetra University, Kurukshetra, Haryana (March 21, 2015).
 18. **Saloni P. Diwan**, *An outlook of changed media landscape in India*, National Seminar on Strategies for Business Excellence in Global Era, organized by University School of Management, Kurukshetra University, Kurukshetra, Haryana (March 21, 2015).
 19. **Saloni P. Diwan**, *Business innovations and competitiveness: A historical analysis of Nestle*, National Seminar on Smart Bharat: A Business Perspective, organized by

- Department of Commerce, Kurukshetra University, Kurukshetra, Haryana (February 26, 2016).
20. **Saloni P. Diwan**, *Integrated marketing Communications: A study of companies*, National Seminar on Make in India- Problems, Prospects & Challenges, organized by Chhotu Ram Arya College, Sonapat, Haryana (February 27, 2016).
 21. **Saloni P. Diwan**, *Digital divide in Indian scenario*, National Seminar on Make in India: An Initiative to Boost Indian Economy, organized by Guru Nanak Khalsa College, Yamuna Nagar, Haryana (March 19, 2016).
 22. **Saloni P. Diwan**, *Impact of socializing agents on children buying behaviour*, National Conference on Make in India- Opportunities & Challenges of Indian Economy, organized by Arya P.G. College, Panipat, Haryana (March 21-22, 2016).
 23. **Saloni P. Diwan**, *Enhancing competitiveness and ensuring sustainable business growth through innovations strategy: A case study*, 1st National Conference on Emerging Issues in Business and Technology, organized by Chanderprabhu Jain College of Higher Studies and School of Law, Delhi (October 08, 2016).
 24. **Saloni P. Diwan**, *Customer satisfaction in Indian telecommunications sector: An empirical study*, 2nd National Conference on Innovative Realms in Management and Technology, organized by Chanderprabhu Jain College of Higher Studies and School of Law, Delhi (January 19, 2018).
 25. **Saloni P. Diwan**, *Technological disruptions to assess customer satisfaction and loyalty in Indian telecommunications sector*, National Seminar on Managing Business in the Era of Transformation, organized by Department of Commerce, Kurukshetra University, Kurukshetra, Haryana (March 08, 2018).
 26. **Saloni P. Diwan**, *Implementing social customer relationship management in banking industry*, Two-Days National Conference on Contemporary Issues in Banking, Insurance & Financial Services Sector, organized by Institute of Management Studies, Kurukshetra University, Kurukshetra, Haryana (March 26-27, 2021).
 27. **Saloni P. Diwan**, *Penetration of health insurance in India: The road ahead*, Two-Days National Conference on Contemporary Issues in Banking, Insurance & Financial Services Sector, organized by Institute of Management Studies, Kurukshetra University, Kurukshetra, Haryana (March 26-27, 2021).
 28. **Saloni P. Diwan**, *Growth of insurance industry and Government of India's initiatives for wider penetration of Insurance during Covid-19*, Two-Days National Conference on Contemporary Issues in Banking, Insurance & Financial Services Sector, organized by Institute of Management Studies, Kurukshetra University, Kurukshetra, Haryana (March 26-27, 2021).
 29. **Saloni P. Diwan**, *The impact of pandemic in Indian automobile industry and the revival strategies in 'New Normal'*, 18th National Conference on Navigating the New Normal: Rethinking Business in a Changing World, organized online by Gian Jyoti Institute of Management and Technology, Mohali, Punjab (October 13, 2021).

30. **Saloni P. Diwan**, *Marketing 4.O: Enhancing customer brand engagement in Indian fashion industry*, ICSSR sponsored National Seminar on Industry 4.0 Society 5.o, organized by University School of Management, Kurukshetra University, Kurukshetra, Haryana (March 25, 2022).
31. **Saloni P. Diwan**, *Children learning in Society 5.O: A future perspective*, ICSSR sponsored National Seminar on Industry 4.O Society 5.O, organized by University School of Management, Kurukshetra University, Kurukshetra, Haryana (March 25, 2022).
32. S. Bisiyar, **Saloni P. Diwan**, *Inside the next marketing level: Digitization at industry 4.O*, ICSSR sponsored National Seminar on Industry 4.O Society 5.O, organized by University School of Management, Kurukshetra University, Kurukshetra, Haryana (March 25, 2022).

6. Invited-Lectures/Resource Person in Conferences/ Refresher-Courses

1. Coordinated a panel discussion on *Green Marketing* in UGC sponsored 3 weeks refresher course in Business Studies organized by Institute of Management Studies, Kurukshetra University, Kurukshetra, Haryana (January 16 - February 04, 2012).
2. Key Speaker in National Seminar on *Recent Developments in Business Management*, organized by Department of Management Studies, Kurukshetra Institute of Technology and Management (KITM), Kurukshetra, Haryana (April 20, 2013).
3. Resource person in *Two day workshop on Case Writing*, organized by University School of Management, Kurukshetra University, Kurukshetra, Haryana (April 26-27, 2019).
4. Resource Person in *Student Induction Program*, organized by University Institute of Engineering & Technology, Kurukshetra University, Kurukshetra, Haryana (August 01- 23, 2019).
5. Resource Person in *Student Induction Program* sponsored by TEQIP-III, organized by University Institute of Engineering & Technology, Kurukshetra University, Kurukshetra, Haryana (November 23 – December 05, 2020).
6. Session Coordinator in Technical Session-2 in *Two-Days National Conference on Contemporary Issues in Banking, Insurance & Financial Services Sector*, organized by Institute of Management Studies, Kurukshetra University, Kurukshetra, Haryana (March 26-27, 2021).
7. Resource Person in *Student Induction Program-22*, organized by University Institute of Engineering & Technology, Kurukshetra University, Kurukshetra (October 11- 21, 2022).
8. Resource Person in *Student Induction Program*, organized by University Institute of Engineering & Technology, Kurukshetra University, Kurukshetra (September 04- 22, 2023).

9. Resource Person in *2 Week Online Refresher Course in Entrepreneurship Development for Commerce/Management/Tourism/Economics/Mass Communication and Media Technology*, September 29, 2023, organized by UGC-Human Resource Development Centre, Kurukshetra University, Kurukshetra (September 18-30, 2023).
10. Expert in panel discussion in *Faculty Induction Programme*, December 23, 2024, organized by UGC-Malviya Mission Teacher Training Centre, Kurukshetra University, Kurukshetra (December 01-28, 2023).
11. Resource Person on *Body Language* in 5-Day Capacity Building Workshop for Revitalization and Work Proficiency in Department of Social Work, Kurukshetra University, Kurukshetra (February 09, 2024).
12. Resource Person in *International Conference on Innovative Technological Applications Reshaping Modern Business*, organized by University School of Management, Kurukshetra University, Kurukshetra (March 15-16, 2024).
13. On the theme *Skill Development*, April 12, 2024, in NEP Orientation & Sensitization Programme organized by UGC-Malaviya Mission Teacher Training Centre, Kurukshetra University, Kurukshetra (April 08-20, 2024).
14. On the theme *Skill Development*, May 09, 2024, in NEP Orientation & Sensitization Programme organized by UGC-Malaviya Mission Teacher Training Centre, Kurukshetra University, Kurukshetra (May 06-18, 2024).
15. On the theme *Skill Development*, June 07, 2024, in NEP Orientation & Sensitization Programme organized by UGC-Malaviya Mission Teacher Training Centre, Kurukshetra University, Kurukshetra (June 03-15, 2024).
16. On the theme *Skill Development*, July 08, 2024, in NEP Orientation & Sensitization Programme organized by UGC-Malaviya Mission Teacher Training Centre, Kurukshetra University, Kurukshetra (July 01-13, 2024).
17. On the theme *Skill Development*, July 29, 2024, in NEP Orientation & Sensitization Programme organized by UGC-Malaviya Mission Teacher Training Centre, Kurukshetra University, Kurukshetra (July 29-August 10, 2024).
18. On the theme *Skill Development*, August 28, 2024, in 18th NEP Orientation & Sensitization Programme organized by UGC-Malaviya Mission Teacher Training Centre, Kurukshetra University, Kurukshetra (August 20-31, 2024).
19. Resource Person in *Student Induction Program-2024*, organized by University Institute of Engineering & Technology, Kurukshetra University, Kurukshetra (August 22-September 11, 2024).
20. On the topic *Enhancing personality & body language for effective teaching*, September 28, 2024, in Four-week online Gurudakshata Faculty Induction Programme, organized by UGC-Malaviya Mission Teacher Training Centre, Kurukshetra University, Kurukshetra (September 26 - October 23, 2024).

21. On the theme *Skill Development*, November 21, 2024, in 21st NEP Orientation & Sensitization Programme organized by UGC-Malaviya Mission Teacher Training Centre, Kurukshetra University, Kurukshetra (November 18-30, 2024).
22. On the theme *Skill Development*, February 27, 2025, in 24th NEP Orientation & Sensitization Programme organized by UGC-Malaviya Mission Teacher Training Centre, Kurukshetra University, Kurukshetra (February 17 - March 01, 2025).
23. On the theme *Skill Development*, March 17, 2025, in 25th NEP Orientation & Sensitization Programme organized by UGC-Malaviya Mission Teacher Training Centre, Kurukshetra University, Kurukshetra (March 17-29, 2025).
24. Resource Person on the theme 'Personality Development' organized by Department of Physical Education, KUK on 15-04-2025.
25. On the topic *Enhancing personality & body language for effective teaching*, May 22, 2025, in 27th NEP Orientation & Sensitization Programme organized by UGC-Malaviya Mission Teacher Training Centre, Kurukshetra University, Kurukshetra (May 19-28, 2025).
26. On the topic *Communication skills in teaching: An introspection*, June 17, 2025, in Four-week online Gurudakshata Faculty Induction Programme, organized by UGC-Malaviya Mission Teacher Training Centre, Kurukshetra University, Kurukshetra (June 03-30, 2025).
27. Resource person in the panel discussion, June 27, 2025, in Four-week online Gurudakshata Faculty Induction Programme, organized by UGC-Malaviya Mission Teacher Training Centre, Kurukshetra University, Kurukshetra (June 03-30, 2025).
28. Resource Person in *Student Induction Program-2025*, August 14, 2025, organized by University Institute of Engineering & Technology, Kurukshetra University, Kurukshetra (August 03-23, 2025).
29. On the topic *Enhancing personality & body language for effective teaching*, September 26, 2025, in 30th NEP Orientation & Sensitization Programme organized by UGC-Malaviya Mission Teacher Training Centre, Kurukshetra University, Kurukshetra (September 15-26, 2025).
30. On the theme *Skill Development*, December 17, 2025, in 31st NEP Orientation & Sensitization Programme organized by UGC-Malaviya Mission Teacher Training Centre, Kurukshetra University, Kurukshetra (December 08-17, 2025).

7. Refresher Courses/Orientation/Workshops Attended

7.1 Orientation Course

1. UGC sponsored *Orientation Course* organized by Academic Staff College, Kurukshetra University, Kurukshetra, Haryana (November 03-30, 2006).

7.2 Refresher Courses

1. UGC sponsored *3-week Refresher Course in Business Studies*, organized by Academic Staff College Kurukshetra University, Kurukshetra, Haryana (August 25 - September 14, 2009).
2. UGC sponsored *Refresher Course in Business Studies*, organized by Academic Staff College, Kurukshetra University, Kurukshetra, Haryana (December 03-23, 2013).

7.3 Workshops

1. *Workshop on Patent Awareness*, organized by University Institute of Engineering and Technology, Kurukshetra University, Kurukshetra, Haryana (April 05, 2008).
2. *One day Workshop on Save the Girl Child* organized by Women's Studies Research Centre, Kurukshetra University, Kurukshetra, Haryana (August 23, 2012).
3. *National Workshop on Data Analysis using SPSS*, organized by Department of Statistics and Operational Research, Kurukshetra University, Kurukshetra, Haryana (September 21-22, 2012).
4. *Swarna Jayanti two day National Workshop on Data Analysis using SPSS*, organized by Department of Statistics and Operational Research, Kurukshetra University, Kurukshetra, Haryana (March 20-21, 2017).
5. *National Workshop on Mainstreaming Gender in Higher Education*, organized by Women's Studies Research Centre, Kurukshetra University, Kurukshetra, Haryana (September 13-15, 2017).
6. *One day Workshop on IP Awareness Programme on National IPR Policy 2016*, organized by ASSOCHAM, Kurukshetra University and IP Office at Kurukshetra University, Kurukshetra, Haryana (January 11, 2018).
7. *One Week Capacity Building Programme on 'Pedagogy: Transaction and Assessment'*, organized by Faculty Development Centre, Kurukshetra University, Kurukshetra, Haryana (March 25-30, 2019).
8. *One Week Short Term Course in MOOCS, E-Content Development & Open Sources*, organized by UGC-HRDC, Kurukshetra University, Kurukshetra, Haryana (July 15-20, 2019).
9. *One Week Faculty Development Programme on 'Employability and Soft Skills Development'*, organized by Faculty Development Centre, Kurukshetra University, Kurukshetra, Haryana (August 26-31, 2019).
10. *One week LIVE online FDP on 'E-Content Development'*, organized by Engineering Staff College of India and University Institute of Engineering & Technology, Kurukshetra University, Kurukshetra, Haryana (August 18-22, 2020).
11. *One week UGC-Sponsored online Short-Term Course in 'Women Leadership'* organized by UGC-HRDC, Kurukshetra University, Kurukshetra, Haryana (October 17-22, 2022).
12. *One day Workshop on Transforming Research Landscape: Harnessing the Magic of AI* organized by Institute of Management Studies, Kurukshetra University, Kurukshetra, Haryana (February 17, 2024).

8. Teaching Experience

1. Lecturer in DAV Institute of Management, Faridabad (September, 2003-July, 2004).
2. Lecturer in Shri Atmanand Jain Institute of Management and Technology (AIMT), Ambala (July, 2004 - August, 2005).
3. Assistant Professor on contract in University School of Management, Kurukshetra University, Kurukshetra (August, 2005-April, 2006).
4. Assistant Professor in University School of Management, Kurukshetra University, Kurukshetra *w.e.f.* June 19, 2006.
5. Presently, Associate Professor in University School of Management, Kurukshetra University, Kurukshetra *w.e.f.* June 19, 2020.

9. Doctoral Thesis Guided

1. Rituraj Saroha, *Customer satisfaction and customer loyalty in telecom sector of India* (2018).
2. Jitender Singh, *India's export performance in the era of WTO: An appraisal* (2019).
3. Chetna Arora, *Influence of Children on parents' purchase decisions: An empirical study* (2019).
4. Rupali Lamba, *Consumer brand engagement in social media: Developing an integrated model of antecedents and outcomes* (Pursuing).
5. Priya, *Impact of SoLoMo practices on customer purchase behaviour: A study of fashion and lifestyle segment in India* (Pursuing).
6. Amina Diwani, *Decent work ecosystem: A comparative study of state universities of India and Tanzania* (Pursuing).

10. Assignments Handled in University Level Committee

10.1 Acted as Member in University Level Core Committee

1. Deputy Director, Department of Youth and Cultural Affairs (DYCA)
2. Treasurer, Kurukshetra University Kurukshetra Alumni Association (KUKAA)
3. Member of NEP Core Committee for Master Programmes
4. Member, Internal Quality Assurance Cell (IQAC), KUK
5. Joint Secretary, Population Education Club, KUK
6. In expert panel of KUTIC
7. Member, Centre for Continuing Education, KUK
8. Member, Campus to Career (C2C) Cell, KUK
9. Member of various inspection committees constituted by Kurukshetra University, Kurukshetra.

10.2 Conferences/Workshops Organized

1. Member of organizing committee for organizing *Indo-Canada Trade: An Interface* in RK Sadan, organized by KUK (January 07, 2016).
2. Convener of the registration committee in *International Seminar on Bhagavad Gita: Holistic Life Management and World Harmony Tourism Motivation* organized by Kurukshetra University, Kurukshetra (December 06 - 09, 2016).
3. Convener of decoration and mementoes committee in *National Seminar of De-risking Indian Agriculture: The Crop Insurance Way* organized by USM, KUK at Senate Hall (February 10, 2017).
4. Convener of the registration committee in *International Seminar on Exploring Self in Digital Age: The Perspective of Shrimadbhagavadgita Philosophy* organized by Kurukshetra University, Kurukshetra (November 25-27, 2017).
5. Teacher coordinator at level-I of *Rostrum-2018*.
6. Convener of the registration committee in *International Seminar on Making new India: Insights from Bhagavad Gita*, organized by Kurukshetra University, Kurukshetra (December 13-15, 2018).
7. Coordinated three days workshop on *Data Analysis using R* with UGC-Human Resource Development Centre, KUK in University School of Management (February 07 - 09, 2019).
8. Member, Documentary/video bytes/ message recording committee, Rangoli and decoration committee and Stage Management committee for organizing *University Level Alumni meet* (August 19, 2021).
9. Teacher coordinator at level-II of *Rostrum-2022*.
10. Organized and Coordinated 5-day workshop on *Developing Soft Skills among Future Managers* sponsored by RUSA, in Faculty Lounge, KUK (February 06-10, 2023).
11. Acted as judge in different levels of *Rostrum* and various co-curricular activities organized by different departments.
12. Teacher coordinator at level-II of *Rostrum-2023*.
13. Acted as Judge in *Poetic Symposium in Talent Show* organized by DSW, KUK (September 20, 2023).
14. Convener, Quiz committee in *8th International Seminar on 'Vasudhaiva Kutumbakam: Srimad Bhagavada Gita and World Unity*, organized by Kurukshetra University, Kurukshetra (December 17-19, 2023).
15. Joint Secretary of *9th International Gita Conference on Shrimad Bhagwad Gita and Sustainable Ecosystem*, organized by Kurukshetra University, Kurukshetra, Haryana (December 5-7, 2024).
16. Judge in *Annual Cultural Fest* organized by Department of Physical Education, KUK on (April 17, 2025).
17. Course Co-coordinator of 4-week online *Gurudakshta- Faculty Induction Program* organized by UGC-MMTTC (June 03-30, 2025)

11 Editor/ Reviewer/Member

1. Founder member of Technical Society of Management Education (TSME)
2. Member, Editorial team, TSME
3. Reviewer of *Journal of Strategic Marketing*
4. Reviewer of *Herald Journal of Marketing and Business Management*

(Dr. Saloni Pawan Diwan)