

Shalini Kakkar

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MMM , MSC(Maths), PGDBM (Finance)

Academic Experience – 14 Years

Industrial Experience – 5 Years

Research paper Publications

- Published a paper titled “A Study on Effectiveness of Online Teaching in Secondary Education in Mumbai City during Covid-19 Pandemic” in AJOMC Vol 7. No. 1 (January- March 2022 Special Issue), in ISSN: 2456-8937
- Published a paper titled ‘ A study of Purchase Behaviour of Ornamental Gold Consumption ‘ in Conference proceedings of Springer publication (Scopus Publication) of 5th World Conference on Smart Trends in Systems, Security and Sustainability held online in UK 29-30th July 2021.
- Published a paper titled ‘ A Study on Awareness of Capital Market Instruments Among Investors’ in Shodh Sarita with ISSN: 2348-2397 in March 2021.
- Published a paper Titled ‘Consumer Resistance to Innovations in Ornamental Gold Jewellery’ in Academy of Marketing Studies Journal (AMSJ) with Print ISSN: 1095-6298; Online ISSN: 1528-2678 in Jan- 2021 Volume 25 Issue 1
- Published a paper Titled ‘Analysis of purchase behaviour in ornamental gold industry in India’ in Journal of Xidian University with ISSN NO: 1001-2400 in August 2020.
- Presented a research paper on ‘Application of EKB model to E –retailing with special focus on gold jewellery” at National Conference on Management and Technology (NCMAT 2020) jointly organized by Navinchandra Mehta Institute of Technology and Management and PTVA’s Institute of Management Mumbai on 29th February 2020. The paper has been published in ISSN No. 23482397. (UGC care Listed Journal)
- Presented a research paper on “The relationship between trust and customer satisfaction: An empirical study of ornamental gold jewellery at Mumbai’ at International Research conference organized by Symbiosis Institute of Management, Pune on 18th December 2019. The paper has been published in ISBN book no. ISBN 978- 93-89714-64-7.
- Done a minor research project on “An Empirical Study of Online Impulse Buying with special reference to Grocery Products” by University of Mumbai from March 2019 to August 2019.
- Published Paper on ‘Investigation Of Buying Behaviour Of Ornamental Gold’ has been at Journal of Advance Management Research, ISSN: 2393-9664, Vol.06 Issue-02, (February 2018)
- Paper on “Conceptual Framework approach in analysing gold demand and consumption” has been presented and published at Guru Nanak Institute of Management studies on 20th March 2015(ISBN: 978-93-8300301-3)
- IMPACT OF MACRO-ECONOMIC VARIABLES ON GOLD PRICES IN INDIA has been published in SAJMMR (ISSN:2249-877X) Vol.3, Issue-8, (August, 2013).

Research Paper Presentations

- Participated and presented a paper titled “ A study to analyse gold policy in India” in International Conference on interdisciplinary research in technology and management (IRTM 22) Kolkata held on 24th Feb to 26th Feb 22
- Paper on “Branded Innovations in the Indian Gold market” held at Nirma Institute of Management Ahmadabad on 10th Jan 2013
- Paper on “ Analysis of tracking economic indicators of gold in india” held at Jamnalal Bajaj institute of Management studies on 6th March 2012
- Paper on “Study of Gold Inflation Battle in Indian Economy “ held at Nirma Institute of Management Ahmadabad on 6th Jan 2012
- Paper on “Gold potential 2020 – A perspective on wining the Indian consumer held at IES Mumbai on 5th Jan 2012
- Paper on “Touch of Gold in India’s Inflation Battle “ held by Tirpude Nagpur on 26th Aug 2011
- Paper on “An empirical study to analyze the issues faced by SME gold jewellery manufacturers based in Mumbai “ held at IMT Nagpur on 19th & 20th August 2011
- Paper on “ Gold ETF –win win situation ‘ held by GNIMS on 13th February 2010
- Paper on “Gold ETF” held in International Finance conference held in IES’ in Jan10.
- Paper on ‘Impact of Inflation on Retail branded gold jewellery’ held in International Retail conference conducted by ‘D.Y. Patil Institute of Management in Oct’09 Paper on Retail Empowerment held in national retail conference conducted by by ‘ Guru Nanak Institute of Management Studies’ Mumbai in Jan’ 09.
- Paper on E-Waste in national conference on Innovations conducted by ‘Guru Nanak Institute of Management Studies’ Mumbai in Mar’ 09.
- Paper on ‘Medical Tourism’ in national conference on Innovations conducted by ‘ Guru Nanak Institute of Management Studies’ Mumbai in Mar’ 08.
- Paper on ‘Quality of Management Education’ in International Conference of Quality conducted by ITM Mumbai in Aug’07
- Paper on ‘Real Estate Mutual Funds’ in national conference conducted by Rizvi Institute of Mgmt in August ‘08