




Faculty Details Proforma



Title	Dr	First Name	Aarti	Last Name	Saini	Photograph
Designation	Associate Professor					
Address	Gurgaon					
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Educational Qualifications						
Degree	Institution				Year	
PhD	NIMS				2019	
Mphil					2008	
M.com					2006	
B.com					2002	
Career Profile						
<p>I am a passionate academician, researcher, and innovation strategist with over 15 years of experience in marketing education, consumer research, and academic leadership. Currently serving as a Associate Professor at Shaheed Bhagat Singh College, University of Delhi, I specialize in Service Marketing, Branding, Consumer Behavior, Digital Innovation, Leadership and Mental well-being.</p> <p>My work integrates academic rigor with real-world relevance, and I am deeply committed to creating research and educational content that drive societal impact. I have had the privilege of publishing extensively in national and international journals and authoring books with leading publishers like Palgrave Macmillan and Emerald. I also hold international patents and copyrights in marketing and innovation. As a global presenter at renowned conferences (such as IRSSM, AIM-AMA, and TAPMI), my contributions have influenced both academia and industry.</p> <p>In addition to teaching, I have contributed to curriculum design, research mentoring, and faculty development. My teaching philosophy emphasizes experiential learning and the practical application of concepts. I also have a rich experience as a Visiting Faculty at the University of Tehran, where I delivered lectures on business models and plans.</p>						

I have pursued various certified courses to continuously expand my knowledge, including those from MITx and the University of Edinburgh. Notable courses include “Becoming an Entrepreneur” from MITx and “Marketing Tools to Set Enterprises Apart” from the University of Edinburgh.

Over the years, I have received numerous accolades, including the Young Service Researcher Award at IRSSM Dubai and Best Researcher Award (UILA 2022). My dedication to academic excellence is reflected in my roles as an Editor, Mentor, Patent Holder, and International Speaker.

Areas of Interest / Specialization

Consumer Psychology, Branding, Digital Marketing, and Innovation in Education.

Papers Taught

Principles of Marketing, Human Resource Management, Indian Economy, Leadership, Consumer Affairs and Customer Care, Digital Marketing

Research Guidance

PhD scholars

Under Supervision	Submitted	Awarded

M.Phil Scholars

Under Supervision	Submitted	Awarded

M.A. Dissertations

Under Supervision	Awarded

Publications Profile

1. Muhammad, K; **Saini, A**; Platania, S, (2023) “Setting the whole house on fire: Mediation of brand jealousy to investigate love-hate transition among Indian luxury fashion consumers”, Journal of Global Scholars of Marketing Science.

2. Suneel, K., **Saini, A.**, Kumar, S., & Kumar, V. (2022). Bibliometric Analysis on Internet of Things (IoT) and Tourism Industry: A Study Based on Scopus Database, South Asian Journal of tourism and hospitality
3. **Saini, A.**, & Parayitam, S. (2020). Moderating Role of Education and Gender on the Effects of Celebrity Endorsement on Strength, Uniqueness, and Favourability in Brand Association: Evidence from India. Asia-Pacific Journal of Management Research and Innovation, 16(4), 287–308. <https://doi.org/10.1177/2319510X211020992>.
4. **Saini, A.**, & Parayitam, S. (2020). I am loving it, really? The effect of ethnocentrism, animosity, and service quality on consumer purchase intention in fast food restaurants in India. *International Journal of Markets and Business Systems*, 4(2), 164-184.
5. **Saini, A.**, & Chauhan, S. (2018). **Impact of celebrity endorsed cosmetic products on young consumers with special reference to delhi ncr, Inspira Journal of Mordern management and entrepreneurship**
6. **Saini, A.**, & Chauhan, S. (2017). Impact of celebrity endorsement on brands and brand equity: A review contribution to brand literature. *Journal of commerce, economics & computer science*, 3(4), 131-135.

Publications other than journal

1. N.J Dewasiri, Sajith K, Karunarathna S.N, Hansini M.S, Sood K and **Saini A (2023)** The Role of Health-Related Perceptions on Mobile Payment Adoption: Evidence from the Mobile Banking Industry in Sri Lanka, published in *Contemporary Studies in Economic and Financial Analysis Volume III C*, Emerald Publishing.
2. N. J., Karunarathna, K. S. S. N., **Saini, A.**, & Rathnasiri, M. S. H. (2022). Perceived Security Risk, Perceived Privacy Risk, and Perceived Trust of Mobile Payment Adopters and Non-Adopters: Impact of the COVID-19 Pandemic. In *Promoting Inclusivity and Diversity through Internet of Things in Organizational Settings* (pp. 82-106). IGI Global.
3. Kumar, S., Kumar, V., **Saini, A.**, & Kumar, S. (2022). Robotics Technology in the Tourism and Hospitality Sector in the Wake of the COVID-19 Health Crises. In *Promoting Inclusivity and Diversity through Internet of Things in Organizational Settings* (pp. 252-262). IGI Global.
4. **Saini, A.**, & Gupta, R. ATINER's Conference Paper Series MKT2017-2325.

5. **Saini, A.** “Role of Celebrities in Building Brand Association - A Review Contribution to Brand Literature” Innovation and Sustainable Development in Global Economy, 2016, Blooms berry Publications.
6. Saini, A., & **Bhalla, R.** (2022). Artificial Intelligence and Automation: Transforming the Hospitality Industry or Threat to Human Touch. In *Handbook of Research on Innovative Management Using AI in Industry 5.0* (pp. 88-97). IGI Global.
7. **Saini, A.** Stress Management Theories-Its Impact and Coping Mechanisms. (2016), Global Advancements In Human Resource Management: Innovations And Practices, 265.
8. **Saini A(2017)**, Impact of celebrity endorsements in creating Brand association , FIIB.

Conference/ workshop Organized

1. Expert speaker at Faculty Development Program sponsored by AICTE. (ATAL FDP) on Need of Industry 4.0: Up-Skilling & Re-Skilling for Enhancing Employability and Entrepreneurship at Mech. Engg. Dept. DGGECE, Surat. On 23rd December 2023.
2. Delivered lectures as session expert in two days’ workshop at Veer Narmad South Gujarat University on ““*Research Funding possibilities and Proposal Preparations*” on 6 August 2021
3. One Day National Workshop Government Funding Agencies and Research Landscape in Academia on 7th August , 2021 at Sheth C. D. Barfiwala College of commerce, Surat.
4. Delivered workshop in “Understanding Review process of research grant proposals” in a workshop on “*Secrets to Write a Fund Fetching Research Proposal*” at SAKEC, Mumbai.” organised from 6th -8th September 2021
5. Delivered a session on “*Developing Research Projects*” as a Resource person in Two Week RC (*Research Methodology Educational reforms (ID)*) held i.e. 30-11-21 to 13-12-21 in HRDC BPSMV Khanpur Kalan
6. Delivered lecture – human re-engineering from student perspectives, Red and white institute, Surat, 2022

7. Keynote Speaker in the Technical Session II Titled: Industry 4.0: Optimization practices, opportunities and challenges. On 11 Feb 2023 at Prestige institute of Management and Technology
8. Keynote speaker at FDP sponsored by AICTE at Government engineering college, Surat on “Human Re-engineering in modern society” on 22 December 2023
9. Delivered expert talk as a panellist in the webinar on "Human Re-engineering in Modern Society" organized by the Institution of Engineers India, South Gujarat Local Centre, on February 24th, 2022.

Awards and Distinctions

1. International Research Symposium in Service Management (IRSSM), 2019, Dubai supported by the Journal of Service Management (ABDC-A, Scopus Q1), Emerald Publishing, conferred two awards- **Young Service Researcher Award-2019**,
2. Received highly acclaimed prestigious **UILA- Best Researcher Award (Commerce)**, 2022 by Shaheed Sukhdev College of business studies, university of Delhi, NIT Patna, University of Valladolid, Spain, and Ministry of Electronics.
3. Received **Outstanding paper award** at “ICMR 2022” for the research paper titled” The role of health-related perceptions on Mobile Payment adoptions” at 7th Interdisciplinary conference of Management Researchers, Sabragamuva University, Srilanka.
4. Received Best Paper Award at 12th international Research Symposium in Service Management(IRSSM 2024) jointly hosted by WGSMA and TAPMI ,Manipal Academy of Higher education , Manipal, India, Held between 7th and 9th August 2024
5. Received best paper award at “IRSSM (India Chapter 2024) for the paper titled- “From Confusion to Commitment: How Service Design Influences the Adoption of Green Technologies” happened on 18-19 January 2025.

Association with Professional Bodies

AMA , Indian commerce association, IRSSM

Other Activities

1. Article published in Research column
2. Article Published in Research Column “Perceived security risk, Perceived privacy, Perceived Trust Of mobile payment adopters and non-adopters”- Sunday Times: 25th September 2022, Srilanka
3. Article Published in Research Column “How can we open the knowledge challenges for open access journal” published by the Faculty of Management Studies in collaboration with Sunday Times: 24th October 2021, Srilanka
4. Article Published in Research Column “Artificial Intelligence-The new Normal in Tourism”- Sunday Times: February 2021, Srilanka