

Ms. Kanika Kochar		
<b>Designation</b>	Assistant Professor	
<b>Qualification</b>	MBA, BBA	
<b>Area of Interest</b>	Marketing; Social Media Marketing; Business Analytics	
<b>Email</b>	Kanika.bba@piet.co.in	
<b>D.O.J.</b>	17.04.2023	

### Faculty Profile

<b>Faculty Name</b>	<b>Kanika Kochar</b>
<b>Designation</b>	<b>Assistant Professor</b>
<b>Qualification</b>	<b>MBA</b>
<b>Email</b>	<a href="mailto:Kanika.bba@piet.co.in">Kanika.bba@piet.co.in</a>
<b>Area of Interest</b>	Marketing; Social Media Marketing; Business Analytics
<b>Work Experience (Total)</b>	<b>4.5+ Years</b>
• Teaching	-
• Research	<b>4.5+ Years</b>
• Industry	-
• Others	-
<b>Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level</b>	<b>Under Graduate</b>
<b>Membership of Professional Bodies</b>	-
<b>Research Publications</b>	
• Research Papers UGC-CARE	-
• Research Papers SCOPUS	-
• Research Papers WoS/SCI/ABDC	-
• List of Publications	-
<b>Book and Chapter Publications</b>	
• Books Authored published by International Publishers	-
• Books Authored published by National Publishers	-

• Publication of Chapter in Edited Books	-
• Editor of Book by International Publishers	-
• Editor of Book by National Publishers	-
• Translation Work of Book	-
• List of Book and Chapter Publications	-
<b>Patents</b>	
• Published	-
• List of published patent(s)	-
• Filed	-
• List of filed patent(s)	-
<b>PhD Guidance</b>	
• Degree Awarded	-
• Thesis Submitted	<b>Going On</b>
<b>M.Tech. Guidance</b>	
• Degree Awarded	<b>First Division</b>
• Thesis Submitted	<b>Done</b>
<b>Research Project</b>	
• List of Research project	
<b>Consultancy</b>	
• List of Consultancy	-
<b>Awards &amp; Honours</b>	
• List of Awards & Honours	
<b>Invited lectures / Resource Person/ paper presentation in Seminars/ Conferences/full paper in Conference</b>	
• International (Abroad)	-
• International (Within Country)	Role of Micro Finance in Women Empowerment. ➤ International Conference on Paradigm Shift in World Economies: Opportunities and Challenges at RDIAS on 7th and 8th April, 2017.
• National	-
• List of published papers	-
<b>Organizing National Conference/</b>	

<b>International Conference/ FDP/STTP</b>	
<ul style="list-style-type: none"> <li>• List of Conference/FDP/STTP committee</li> </ul>	-
<b>Social Contributions and Sports</b>	
<ul style="list-style-type: none"> <li>• <b>List of Social Contributions and Sports</b></li> </ul>	<ul style="list-style-type: none"> <li>• Annual training camp organized by 1CHD (GIRLS) BN NCC IN June 2015.</li> <li>• Self Defence classes during graduation.</li> <li>• Annual training camp organized by 3PUNJAB (1) COY NCC in February 2015.</li> <li>• Participated in Independence Day Parade during graduation.</li> </ul>