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Ph.d, Amity University, Noida, 2021

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**Papers Published**

1. An Investigation into Impulsive Buying Behavior: A Study of Urban Consumers in Delhi/NCR in 3rd International Conference on Contemporary Issues in Science, Engineering & Management held at Bangalore, India organised by International Institute of Research and Journals(IIRAJ) on 22nd-23rd July, 2017.

2. The Influence of Sales Promotion Tools on Consumers’ Buying Behavior in Retail Outlets at 2nd International Conference on Emerging Trends in Research in Entrepreneurship, Accounting, Business and Management organized by ACCF, Amity University, Noida on 22nd-23rdMarch,2018.

3. Consumers’ Buying Behavior towards Point-of-Sales Promotions: A Literature Review in 8th National Conference on “Modern Research in Business Practices, Social Changes and Education System” Organised by Banarsidas Chandiwala Institute of Professional Studies, New Delhi in support with GGSIP University on February 5th -6th, 2020.

4. Culture & Personality: A Study of Impulsive Buying Behavior of Indian Consumers in 3rd International Conference on “ Rethinking Innovation: Role of Management and Technology in Modern Business Practices” March 14-15, 2019 “ at Amity College of Commerce and Finance, Amity University, Noida, Uttar Pradesh.

**PAPERS PUBLISHED**

1. An Investigation into Impulsive Buying Behaviour: A Study of Urban Consumers in Delhi/NCR. **International Journal of Management Studies, Volume V, Issue -4, October , 2018. (UGC Listed)**
2. Culture and Personality: A Study of Impulsive Buying Behaviour of Indian Consumers: **International Journal of Recent Technology and Engineering,Vol.8, Issue-3S, October,2019, ISSN: 2277-3878,(Scopus Indexed).**
3. Consumers’ Buying Behaviour towards the Sales Promotion Tools in Retail Outlets: **Journal of Economics and Business, Vol.18, No.1, 2019, ISSN:0972-5784. (ABDC, C Category Journal )**
4. Contributed a Chapter “The Relationship between P-O-S Promotion Techniques and Buying Behaviour of Customers: A Literature Review” in the Book titled **“Theoretical and Empirical Development in Management and IT ” , ISBN : 978-93-87662-61-2, Swaranjali Publications , UP.**
5. Consumers’ Buying Behavior towards P-O-S Promotion Tools: A PLS-SEM Model **.** The paper has been accepted for publication in Indian Journal of Economics and Business, Volume 20, No.2, July-December,2021. **(Scopus Indexed)**

**Book**

1. Business Mathematics & Statistics, Dr. Bhutani, Kamini and Bhushan, Nishtha, JSR Publishers, Delhi, 2019.

**E-Lessonsfor B.Com.(Hons.)(Institute of Life Long Learning, Delhi University)**

1. Mathematics of Finance
2. Matrices Algebra
3. Multivariate Differentiation & Integration
4. Differential Calculus