

Faculty Profile

Faculty Name	Dr. Annu Dahiya
Designation	Assistant Professor
Qualification	Ph.D, MBA, BBA
Email	annudahiya.mba@piet.co.in
Area of Interest	Marketing, Finance and Research Methodology
Work Experience (Total)	7.5 years
<ul style="list-style-type: none"> • Teaching 	4 years
<ul style="list-style-type: none"> • Research 	7.5 years
<ul style="list-style-type: none"> • Industry 	-
<ul style="list-style-type: none"> • Others 	-
Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	MBA/BBA/BFSI/B.tech Advertising Management, Brand Management, Business Policy and Strategic Management, Business law, Principle of management, Business organization, Micro Economics, Marketing Management, Financial Management, Material Management, Business Banking Operations, Venture Capital, Fundamentals of Entrepreneurship
Membership of Professional Bodies	Member of IFERP
Research Publications	
<ul style="list-style-type: none"> • Research Papers UGC-CARE 	4
<ul style="list-style-type: none"> • Research Papers SCOPUS 	-
<ul style="list-style-type: none"> • Research Papers WoS/SCI/ABDC 	
<ul style="list-style-type: none"> • List of Publications 	
Book and Chapter Publications	
<ul style="list-style-type: none"> • Books Authored published 	

by International Publishers	
<ul style="list-style-type: none"> Books Authored published by National Publishers 	
<ul style="list-style-type: none"> Publication of Chapter in Edited Books 	2 chapters in edited book
<ul style="list-style-type: none"> Editor of Book by International Publishers 	
<ul style="list-style-type: none"> Editor of Book by National Publishers 	
<ul style="list-style-type: none"> Translation Work of Book 	
<ul style="list-style-type: none"> List of Book and Chapter Publications 	
Patents	
<ul style="list-style-type: none"> Published 	
<ul style="list-style-type: none"> List of published patent(s) 	
<ul style="list-style-type: none"> Filed 	
<ul style="list-style-type: none"> List of filed patent(s) 	
PhD Guidance	
<ul style="list-style-type: none"> Degree Awarded 	
<ul style="list-style-type: none"> Thesis Submitted 	
M.Tech. Guidance	
<ul style="list-style-type: none"> Degree Awarded 	
<ul style="list-style-type: none"> Thesis Submitted 	
Research Project	
<ul style="list-style-type: none"> List of Research project 	
Consultancy	
<ul style="list-style-type: none"> List of Consultancy 	
Awards & Honours	
<ul style="list-style-type: none"> List of Awards & Honours 	

Invited lectures / Resource Person/ paper presentation in Seminars/ Conferences/full paper in Conference	Total presented -08
• International (Abroad)	-
• International (Within Country)	2
• National	06
• List of published papers	
Organizing National Conference/ International Conference/ FDP/STTP	
• List of Conference/FDP/STTP committee	
Social Contributions and Sports	
• List of Social Contributions and Sports	