

DR. SARITA AGGARWAL
ASSOCIATE PROFESSOR
KLSD COLLEGE, LUDHIANA.

PAPERS PRESENTED AT INTERNATIONAL CONFERENCES

1. Paper presented on “*Brand Building in Life Insurance Sector*” in India at 2nd International Conference on Management at Lovely Institute of Management.
2. Paper presented on “*Analytical Analysis of Five Depository Participants of Ludhiana*” at 5th International Conference on Indian Capital Market by Punjabi University, Patiala.
3. Paper presented on “*Reverse Innovation- A Buzz Word in The Modern Scenario*” at international conference of PCMA at Shri Guru Granth Sahib World University Fatehgarh Sahib.
4. Paper presented on “*Virtual Banking New Mantra for Success Of CRM*” at international conference of PCMA at Chandigarh University.
5. Paper presented on Umbrella Mentoring –The New Mantra of Success” at eleventh PCMA conference at Multani Mal Modi College at Patiala.
6. Paper presented on “GREEN ENVIRONMENT-The need of the hour” at international conference AT Maharaja Agrasen University Baddi.
7. Presented paper on Digital Payment System at Guru Nanak Institute of Management and Technology, Ludhiana.

PAPERS PRESENTED AT NATIONAL CONFERENCES

1. Presented a paper entitled “Indian Banks-Managing Transformation (with special reference to technology) at S.A. Jain College, Ambala City.
2. Presented a paper entitled “Awareness about Consumer Rights” at Master Tara Singh Memorial College for Women, Ludhiana.
3. Presented a paper entitled “*Insurance Marketing in India*” at Doraha Institute of Management & Technology (DIMIT) Doraha.
4. Presented a paper entitled “Special Economic Zones” at S.D.P. College for Women Daresi Road, Ludhiana.
5. Presented a paper entitled “*Enhancing Corporate Culture through 360 Degree Feedback*” at Arya College, Ludhiana.
6. Presented a paper entitled “*Risk Management –The Banking Prospective*” at Guru Nanak National College, Doraha.
7. Presented a paper entitled “Benchmarking Public Sector Banks” at Sri Guru Gobind Singh College, Sec 26, Chandigarh.
8. Presented a paper entitled “Universal Banking in India” at Dev Samaj Post Graduate College for Women, Ferozepur City.
9. Presented a paper entitled “Opportunities & Challenges for Indian Retail Industry in the era of Globalization” at D.A.V. Centenary College, Phillaur.
10. Presented a paper entitled “Innovations in Emerging Economy –The order of the day” at GNA-IMT.
11. Presented a paper entitled “*Doing Business- A Global Prospective*” at Baba Farid College of Management & Technology.

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- 12.** Presented a paper entitled “Bancassurance – a Buzz word in Modern Scenario” at S.D.P. College for Women, Ludhiana.
- 13.** Presented a paper entitled “Green Marketing & Sustainable Development” at Arya College, Ludhiana.
- 14.** Presented a paper entitled “Impact of Technology on Indian Banks” at Sri Aurobindo College of Commerce and Management, Ludhiana.
- 15.** Presented a paper entitled “Benchmarking – A New Strategic Management Tool” at SCD Govt. College, Ludhiana.
- 16.** Presented a paper entitled “E-Governance in Govt. Sector in India” at Gujranwala Guru Nanak Institute of Management & Technology, Ludhiana.
- 17.** Presented a paper entitled “Digital Payment Services – A step towards Cashless Economy with respect to State Bank of India” at Guru Nanak National College, Doraha.
- 18.** Presented a paper entitled “Social Welfare through CSR – World Prospective” at Guru Teg Bahadur National College, Doraha.

PAPERS PRESENTED AT K.L.S.D LUDHIANA.

1. Presented a paper entitled “Competing through Knowledge in Global Economy.”
2. Presented a paper entitled “Globalization & Sustainable Rural Development.”
3. Presented a paper entitled “Indian Public Sector Banks – The Global Players.”
4. Presented a paper entitled “Changing Dimensions of Indian Financial Sector.”
5. Paper presented entitled “*Agriculture Renorms In India- Still An Unfinished Agenda.*”
6. Paper presented entitled “Facebook – A composite tool for Relationship Marketing.”
7. Acted as a Co-Chairperson of Technical Session – I.

CONFERENCES/SEMINARS ATTENDED

1. National Seminar on “Changing Scenario in Capital Market” at K.L.S.D. College, Ludhiana.
2. National Seminar on “Knowledge Management” at Sri Guru Gobind Singh College, Sector 26, Chandigarh.
3. National Seminar on Transforming Traditional Business at SCD Govt. College, Ludhiana.
4. National Seminar on “Changing Paradigm of Development under Globalization & WTO Regime” at K.L.S.D. College, Ludhiana.
5. National Seminar on “MORAL RIGHTS OF COPYRIGHT HOLDERS” at Kamla Nehru College for Women, Phagwara.
6. National Seminar on “Emerging Dimensions in Financial Sector- Challenges Ahead” at Ramgarhia Girls College, Ludhiana.

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7. National Seminar on “Transition in Marketing” at Khalsa College for Women, Ludhiana.
8. Regional Seminar on “I.T. & Financial Sector – A New Wave of Economic Reforms” at K.L.S.D. College, Ludhiana.

FACULTY DEVELOPMENT PROGRAMMES ATTENDED

1. Organised by ICFAI University at Ludhiana.
2. Organised by National Institute of Technical Teachers Training and Research at Guru Nanak Dev Engineering College, Ludhiana.
3. Organised by Sportking Institute of Fashion Technology, Ludhiana.

PUBLICATIONS IN JOURNALS

1. Paper published entitled “Money Laundering - Insurance Sector” in the Peer Reviewed Journal entitled “Ludhiana Journal of Management Studies.”
2. Paper published entitled “Attitude towards Insurance Cover” in the IUP Journal of Risk & Insurance with ISSN: 0972-933X.
3. Paper published entitled “Human Resource Management in PSBs: The Need of the Hour” in a Journal entitled “Contemporary Social Sciences” with NAAS rating 3.03, Info Base Index 3.64 bearing NG ISSN: 0302-9298.
4. Paper published entitled “Attaining Global Benchmarks- A Case Study of Banks Nationalised on April 1980” in Wealth International Journal of Money Banking and Finance bearing ISSN: 2277-9388.
5. Paper published entitled “Non-performing Assets- A Benchmark for Banking Sector” in a Journal entitled “Professional Banker.”
6. Paper published entitled “Women Empowerment – A myth or reality” in Journal of National Development, NAAS rating 2.5, Info Base Index 3.46 bearing ISSN:0972-8309.
7. Paper published entitled “Financial Planning – The Need of the Hour” in Journal of National Development, NAAS rating 2.5, Info Base Index 3.46 bearing ISSN:0972-8309.

PUBLICATIONS IN EDITED BOOKS

1. Paper published entitled “Marketing Automobile Services- An Emerging Area in a Book entitled “New Horizon of Service Sector: Challenges & Opportunities with ISBN: 978-81-921593-7-9.
2. Paper published entitled “Indian Banks Managing Transformation (with special reference to technology) in the Seminar proceeding at S.A. Jain (PG) College.
3. Paper published entitled “Benchmarking Public Sector Banks-A Case Study of State Bank of India” in a book entitled Business Challenges and Strategies in Emerging Global Scenario with ISBN: 978-93-80144-29-0.

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4. Paper published entitled “Innovations in the Emerging Economy-The order of the day” in a book entitled “Building Competitiveness in Indian Manufacturing Sector with ISBN: 978-81-921766-2-8.
5. Paper published entitled “Doing Business - A Global Perspective” in the book entitled “Trends and Issues in Product and Brand Management” with ISBN:978-93-5104—993-7.
6. Paper published entitled “Risk Management the Banking Perspective” in the Seminar proceedings.
7. Paper published entitled “Enhancing Corporate Culture through 360 Degree Feedback” in the Seminar proceedings.
8. Paper published entitled “Comparative study of Public Sector Banks (PNB) and Private Sector Banks (ICICI Bank) in a book entitled “Banking Sector Reforms – A fresh Outlook” with ISBN:978-81-8325-075-7.
9. Paper published entitled “Insurance Marketing in India” in a book entitled Customer Relationship Management in Banking and Insurance Sector.
10. Paper published entitled “Green Environment –The Need of the Hour” in a book entitled “International Business Trends, Issues & Challenges” bearing ISBN: 978-93-85000-21-8.

MINOR RESEARCH PROJECT

Completed minor research project entitled “Benchmarking Public Sector Banks in India” sponsored by UGC.

Guided the students in M.Phil.

- a) Madhuri Prabhakar From Chaudhary Devi Lal University, Sirsa
- b) Rimpal From Chaudhary Devi Lal University, Sirsa
- c) Gursharanjit Singh from Periyar University.
- d) Monika Chopra from H.P. University, Shimla.
