

Name: Ms Roli Wadhwa

Jagannath International Management School
MOR Pocket -105, KALKAJI New Delhi -110019

Email: roli.wadhwa@jagannath.org

[https://orcid.org/ 0009-0005-4171-2359](https://orcid.org/0009-0005-4171-2359)



Specialization	Marketing and Strategy
Designation	Assistant Professor
Educational Qualification	PhD (Pursuing), UGC – Net, MBA, Bachelor in Economics (Delhi University)
Experience	Teaching: 8 years Industry: 2 years
Research Interest	Consumer Behaviour, Trends in Marketing, Online Food Delivery
Research Publications	Following research papers were published in reputed journals: 1. Research paper “Impact of Covid on Food Behaviour and Consumption in India” was published in Empirical Economic Letters in December 2024 (ABDC Journal, category C) 2. Research paper “Assessing Customer Awareness on Sustainable Practices in Online Food Delivery” was published in Empirical Economic Letters in January 2025 (ABDC Journal, category C) 3. Research paper “Impact of Remote Working on Mental Health” was published in Shodh Sanchar Bulletin under UGC CARE list in 2021. 4. Research paper “Study Of Changing Pattern Of Preference And Purchase Decision At The Time Of Festivals (Empirical Study Of Purchase Decision Of Edible Gift Items)” was published in International Journal of Research in Engineering, IT and Social Sciences, ISSN 2250-0588 under UGC CARE list in 2019. 5. Research paper “Online Shopping Practices Among Women w.r.t. Apparels and Lingerie (Empirical of impact of age on purchase pattern in Gautam Buddha Nagar, UP)” was published in Think India Journal, ISSN:0971-1260 under UGC CARE list in 2019. 6. Research paper “Application of Polluter Pays Principle in India” was published in Journal of Emerging Technologies and Innovative Research, ISSN 2349-5162 under UGC CARE list in 2018.

Books/Books Chapter/Review	Authored Chapters in Multiple books published by reputable publishers: - Chapter in Book Diversity, Equity, Inclusion, and Mental Well-Being Challenges, Opportunities and Future Trends, ISBN 978-93-56409-59-0, published by Bloomsbury in 2024 - Chapter in Book Claim to Fame Indian Geographical Indicators, ISBN 97893-54359-16-3 published by Bloomsbury in 2023 - Chapter in Book Digital Startups: Reshaping the Indian Landscape Post Covid-19, ISBN 978-93-54352973, published by Bloomsbury in 2021 - Chapter in Book Operations Management and Sustainable Development, ISSN 81-8443-061-2, published by IndiaLog Publishers in 2019
Other Achievements	Presented Research papers at the following Conferences: - Presented the paper on “Impact of App Attributes and Security Concerns on Purchase Intention for Online Food Delivery” in the 4th International Marketing Conference(iMarC-IV) organized by IIM Shillong, held on January 23rd to 24th, 2025. - Presented the paper on ‘Exploration of Online Food Delivery Aggregators: Perspectives from Restaurant Owners and Gig Workers’ in the 8th International Conference on Sustainable Management Strategies (ICSMS -2024) held at KIET School of Management on 24th and 25th April 2024. - Presented a paper on “Promotional Strategies for Mental Health Based Products and Services” in the Conference GSMC-Diversity, Equity, Inclusion, and Mental Well-being: Challenges, Opportunities, and Future Trends held from 12th-14th February 2023, organized by Delhi Metropolitan Education, GGSIPU. - Presented a paper on “Impact of COVID on Food Behaviour and Consumption/Online Food Delivery in India” at International E-Conference on Managing in the Digital Age on 26 March, 2021 organised by USMS, GGSIPU.

