

Name: Prof. Prachi Pachaury

Experience: 4 years

Designation: Assistant Professor

Area: Marketing

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Brief Profile: Prof. Prachi Pachaury holds a master degree in MBA (HR and Marketing), Presently, she is pursuing PhD in the area of Marketing. She has published her research work including Paper and Book Chapter in Scopus and peer- reviewed journals. She has also presented her research papers in National and international Conferences, also awarded as the best paper presenter award in National Conference in Banarsidas Chandiwal Institute of Professional Studies, Indraprastha University, Delhi. Moreover, she holds the certification course of Organic and Natural Farming organized by National Centre for Organic and Natural Farming, Ghaziabad. Also completed a course on "Market Research and Consumer Behaviour" from IE Reinventing Higher Education Madrid, Spain and on "Food and Beverage Management" from the University L. Bocconi, Milan.

Research Publication

- Painuly, P., & Pachaury, P. (2023) Nexus Between Demographic Factors and Consumer Intention To Purchase Organic Food Products, ISSN: 0378-1143.
- Painuly, P., & Pachaury, P. (2024). Role of Availability on Actual Purchase Behavior of Organic Food Product: An application of Theory of Planned Behavior, Current Nutrition & Food Science.
- Sahni, S., Kumari, S., & Pachaury, P. (2021). Building emotional resilience with big five personality model against COVID-19 pandemic. FIIB Business Review, 10(1), 39-51.
- Painuly, P., & Pachaury, P. (2022). Bibliometric Analysis of Highly Cited Articles on Organic Food Products. Current Nutrition & Food Science, 18(4), 363-374.
- Painuly, P., & Pachaury, P. (2022). Consumers' Actual purchase Behavior towards Organic food Products. Journal of Management Research & Insight. Vol(6) ISBN-2456-1088.

Patent

- Patent published under Ministry of commerce & Industry, Government of India, titled Artificial Intelligence Based Automatic File Vending Machine For Human Resource Practice.

Conferences

- Dr. Poonam Painuly and Prachi Pachaury (August,2021) presented a research paper titled “consumers’ actual purchase behaviour towards organic food product: an application of “theory of consumption value” in 9th national conference on the topic “digital transformation: progressive business management, entrepreneurship & social security” organized by banarsidas chandiwala institute of professional studies, dwarka.
- Dr. Poonam Painuly and Prachi Pachaury (August,2021) awarded with best paper award for the research paper titled “consumers’ actual purchase behavior towards organic food product: an application of “theory of consumption value” in 9th national conference on the topic “digital transformation: progressive business management, entrepreneurship & social security” organized by banarsidas chandiwala institute of professional studies, Dwarka.
- Dr. Poonam Painuly and Prachi Pachaury (June,2021) presented a paper titled “Impact of Consumption Value on Purchase of Organic food Products using Theory of Consumption Value” in the 1st International Conference on Emerging Issues in Business and Technology (ICEiBT) 2021 organized by the School of Management & Commerce, Brainware University, India.
- Prachi Pachaury (April, 2021) presented a paper titled “Role of education in empowering women: A study of rural areas at the international Web-conference on Women Entrepreneurship & Empowerment held on 9-10 April at Rabindranath Tagore University, Bhopal.

Book Chapter

- Painuly, P., & Pachaury, P. Book Chapter Title-Consumer Buying Behavior Towards “Organic Food Products” in India during Covid-19 Pandemic.
- Pachaury P. Book Chapter Title- “A Rise in demand for organic food Products: A Revolutionary Change for Healthy India”. Book title- Roadmap to Atmanirbhar Bharat.

Workshop/FDP/MDP

1. Successfully completed 7 days Online International Faculty Development Programme jointly organized by Swami Sahajanand College of Commerce & Management (SSCCM) and The Karkonosze State University of Applied Sciences (KPSW) from June 15, 2021 to June 21, 2021 under the title From “Decisions Disaster to Development”.

2. Successfully completed one week Faculty Development Programme on “National Education policy- A way forward” organized by Babu Banarsidas Educational Group, Lucknow in collaboration with ICHR and Indian council of Philosophical Research, Ministry of education, Government of India from September 11-16, 2020.

3. Participated in 5-days FDP on “Approach Towards High Quality Research” during 2nd August -6th August, 2021 organized by Amity University Kolkata.
4. Participated in Online FDP on “Fundamentals of Data Visualization using Tableau” from 10th -13th August, 2020.
5. Attended one-week FDP on Entrepreneurship and Challenges-2021 organised by School of Engineering and Technology, Sharda University, during 12th -16th 2021.
6. Participated in 3 days FDP on “Recent trends in Technology and teaching learning Methodology” from 9th -11th July in association with Indian Society for Technical Education.
7. Acted as a Session Planner on 20/09/2022 session 2 from 7:00 PM to 9:30 PM in AICTE ATAL Advance Faculty Development Program on "Academic Leadership" organized by Faculty of Engineering & Technology, Gurukula Kangri Deemed to be University, Haridwar from 19 Sep 2022 to 30 Sep 2022.
8. Acted as a Vedic Mantra/ Thought of the Session Coordinator on 23/09/2022 session 5 from 7:00 PM to 9:30 PM in AICTE ATAL Advance Faculty Development Program on "Academic Leadership “organized by Faculty of Engineering & Technology, Gurukula Kangri Deemed to be University, Haridwar from 19 Sep 2022 to 30 Sep 2022.
9. Attended one-week FDP on on Qualitative and Quantitative data analysis in GIMS- GNIOT, Greater Noida.

Rewards and Recognition

- Received a Research Paper Appreciation Award from GNIOT Institute of Management Studies.
- Entitled with Best Paper Presenter Award from BCIPS, Dwarka, New Delhi.
- Entitled with Best Paper Presenter Award from GIMS Greater Noida.