

# L.A.D. & Smt. R.P. College for Women, Nagpur

## FACULTY PROFILE

### ❖ Basic Information

- **Name:** Dr. Seema Siddhartha Chandak
- **Designation:** Assistant Professor (CHB)
- **Department:** Commerce & Management
- **Area of Specialization:** Business Economics, Marketing Management, Monetary Economics



### ❖ Educational Qualifications:

- Ph.D.(Com), MH-SET, M.Com., M.B.A., B.Ed.(Com.)  
B.Com.

### ❖ Teaching Experience: 11 Years

### ❖ Research Publications

#### (A) Research Papers in National/ International Journals

- The paper titled “Impact of Digital Marketing Communication on Consumers Attitude in Automotive Car Service Centers in Nagpur City” was published in Review of Research – NCMRS-2024 (Peer Reviewed) in March 2024 with ISSN: 2249-894X and Impact Factor: 5.7631 (UIF).
- The paper titled “Analysis of Customer Perception Towards Service Quality of Authorized and Independent Car Service Providers in Nagpur City” was published in the International Journal of Management, IT & Engineering (IJMIE), Vol.13, Issue 08 in August 2023 with ISSN: 2249-0558 and Impact Factor: 7.119.
- The paper titled “Analysis of Factors Affecting Customers’ Decision Making in Selection of Car Service Providers in Nagpur City” (co-authored with Dr. Harinder Kour) was published in the International Journal of Research and Analytical Reviews (IJRAR), Vol.10, Issue 4 in October 2023 with E-ISSN: 2348-1269 and P-ISSN: 2349-5138.

#### (B) Conference / Seminar Proceedings

- Paper presented at National Conference on Multidisciplinary Research & Studies (NCMRS-2024) – "Impact of Digital Marketing Communication on Consumers Attitude in Automotive Car Service Centers in Nagpur City", March 2024.

- "Impact of Digital Marketing Communication on Consumers Attitude in Automotive Car Service Centers in Nagpur City" – National Conference on Multidisciplinary Research & Studies (NCMRS-2024), Review of Research, March 2024.
- "Analysis of Factors Affecting Customers' Decision Making in Selection of Car Service Providers in Nagpur City" – Published and presented, IJRAR, October 2023.