

NAME **Ms. Radhika Aggarwal**
Designation ASSISTANT PROFESSOR
Office: Room No. 723, Block 7
Department of Management (MBA)
Maharaja Agrasen Institute of Technology, Sector-22, Rohini
Email: radhikaaggarwal@mait.ac.in

Qualification Pursuing Ph.D (Marketing)

M.Com (Finance and Marketing)

B.Com (Hons.)

Area of Interest: Marketing and Finance

Research Paper Publications

Journal International: 5

Conference International: 4

Journal National: NIL

Conference National: 4

Research Paper Publications (Details)

1. **Aggarwal, R.**, Dhingra, S. & Mittal, S. (2023). What Reduces the Privacy Concerns of the Customers towards the Use of Location-Based Advertising? An Empirical Investigation. *Journal of Location based Services*, 18(1). (WoS and Scopus indexed; IF 2.3; CS: 3.8)
2. Gupta, S., Falwadiya, H., Dhingra, S., & **Aggarwal, R.** (2023). What explains the sudden surge in cryptocurrency? A consumption value theory perspective. *Digital Policy, Regulation and Governance*, 25(6). (ABDC:B, WoS and Scopus indexed; IF:2.2; CS: 3.9)

3. Gupta, S., Dhingra, S., Tanwar, S. & **Aggarwal, R.** (2022). What Explains the Adoption of Mobile Wallets? A Study from Merchants' Perspectives. *International Journal of Human-Computer Interaction*. 39(3). (ABDC:B; WOS and Scopus indexed; IF:4.7; CS: 8.8)
4. **Aggarwal, R.** & Mittal, S. (2022). Impact of Social Media Marketing Activities on Purchase Intentions via Customer Equity Drivers: An Empirical Case Study on Smartphone Brands. *International Journal of Online Marketing*, 12(1). (Web Of Science)
5. **Aggarwal, R.**, Mittal, S. & Dhingra, S. (2024). Location-Based Advertising: A Systematic Review, Integrative Framework, and Future Research Agenda. *Journal of Location based Services*. (WOS and Scopus indexed; IF: 2.3; CS: 3.8)

Paper presentation and publications in Conferences

1. Presented as first author, research paper entitled "Understanding Customer Acceptance of Location-Based Advertising: An Empirical Investigation and Extension of the Theory of Planned Behavior" at International Doctoral Research Conference: Contemporary Issues in Management Research held from 21-22 March, 2024 at Guru Gobind Singh Indraprastha University, Dwarka, Delhi.
2. Presented as first author, research paper entitled "Investigating the Impact of Factors Influencing Customers' Intention to Use LBMA" at 20th AIMS International Conference on Management held on 28th to 31st December, 2022 at Indian Institute of Management, Kozhikode.
3. Presented as co-author, research paper entitled "An empirical analyses of factors reducing privacy concerns of the customers' towards using Location Based Advertising" at International Marketing Conference-II held on 24th & 25th August, 2022 at Indian Institute of Management, Shillong.
4. Presented as first author, research paper entitled "Location based advertising- A literature review Analysis and Research Agenda." at International Marketing Conference-1 on Innovations in Contemporary Marketing: Theory and Practice held on 21st and 22nd April 2021 conducted by IIM Shillong.
5. Presented as first author, research paper titled "M-Commerce and the Cashless Economy" at the 30th National conference "Emerging Trends In Web Technologies,

Social Media And Mobile Applications" held on 17th February, 2018 at Tecnia Institute of Advanced Studies, Rohini.

6. Presented as co-author, research paper titled “Social Media and Cybercrime: Is Your Social Life Really Private?” at the 30th National conference "Emerging Trends In Web Technologies, Social Media And Mobile Applications" held on 17th February, 2018 at Tecnia Institute of Advanced Studies, Rohini.
7. Presented as first author, research paper titled “Social Media Marketing-21st Century’s Communication Platform” at the 4th National Conference titled "Contemporary Reforms in Management, Economics and Applied Business” held on February 9, 2018 at Sri Guru Gobind Singh College of Commerce, Pitampura.
8. Presented as co-author, research paper titled “A Comparative study on Online Shopping Behavior of Consumers in relation to Myntra, Flipkart, Snapdeal, Jabong and Amazon” at the 4th National Conference titled "Current Reforms in Management, Economics and Applied Business” held on February 9, 2018 at Sri Guru Gobind Singh College of Commerce, Pitampura.

Content Development

1. Content Development of Chapter- “Business Ethics and Sustainability in Mergers and Acquisitions” in the book “Business Ethics and Sustainability” of Semester III in Master of Business Administration published by Department of Distance and Continuing Education under the aegis of Campus of Open Learning/School of Open Learning, University of Delhi (2023). (ISBN No. 987-81-19417-54-4)