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Area	Marketing
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#### Academic Qualifications

- Ph.D. /NET/MANF
- Post Graduate in Management ( MBA)
- International Business ( UNCC USA)

#### Current Affiliation

Joined School of Business Studies, Central University of Jammu as Assistant Professor from 2<sup>nd</sup> July, 2013.

#### Area Of Research

- Human Interaction and Computers
- e-Commerce and Online Behavior
- Technology Adoption

**SELECT LIST OF PUBLICATIONS**

<b>S. No</b>	<b>Name of the Author (s)(Main Author then co-author)</b>	<b>Article /Research paper/Book Chapter/ any other</b>	<b>Name of the Publisher</b>	<b>Name of the Magazine/ Journal /Book</b>	<b>Volume</b>	<b>ISSN/ISBN</b>	<b>Year of Publication</b>
<b>1</b>	<b>Gowhar Rasool &amp; Anjali Pathania</b>	Reading between the lines : Untwining online user-generated content using sentiment analysis	Emerald <b>(ABDC: 'B')</b>	Journal of Research in Interactive Marketing	15	2040-7122	2021
<b>2</b>	<b>Anjali Pathania &amp; Gowhar Rasool</b>	Investigating power styles and behavioural compliance for effective hospital administration	Emerald <b>(ABDC: 'C')</b>	International Journal of Health Care Quality Assurance	32	0952-6862	2019
<b>3</b>	<b>Anjali Pathania &amp; Gowhar Rasool</b>	Investigating E tailer's perceived Website Quality using Analytical Hierarchy Process Technique	Elsevier <b>(Scopus)</b>	Procedia Computer Science	<b>122</b>	1877-0509	2018
4.	Mir , Bhasin and <b>Gowhar Rasool</b>	A Measure of Supervisory Power: Scale Development and Validation	Sage Publication	Jindal Journal of Business Research	2	22786821	2017
5.	Asif Ali, <b>Gowhar Rasool</b> & Anjali Pathania	Antecedents for success of e-commerce platforms: an investigative approach	Inderscience <b>(Scopus)</b>	International Journal of Information Technology and Management	16	1741-5179	2017

## **RESEARCH PROJECTS**

### **Project Nodal Officer**

Project Title: **Field Mapping and Capacity Building of Stakeholders for Consumer Welfare & Protection**

Sponsoring Agency: **Ministry of Consumer Affairs, Govt. of India**

## **MEMBER OF COMMITTEES**

- Member, University Business Incubation Centre
- Member, Board of Studies, Department of HRM & OB
- Member, Board of Studies, B.Voc Retail Management
- Member, Board of Studies, Community College
- Coordinator Placements School of Business Studies

## **AWARDS AND HONORS**

- Fellowship to attend Summer School in Applied Data Analytics, National University Singapore, 2019.
- Fellowship to attend Summer School in Experimental Methods, National University Singapore, 2017.
- Awarded MANF by UGC, 2012
- Best Paper award , **Symbiosis** 2015
- **International Business Program at University of North Carolina USA**, June, 2010 awarded by LPU
- **Training Program on Global Immersions in Singapore at MDIS** (Management Development Institute Singapore) January 2010 awarded by Lovely Professional University