

## **Bio - Data of Dr. Meghna Meena, Assistant Professor, M.S. Govt. Girls College, Bikaner**

1. Name- Dr. Meghna meena
2. Occupation- Assistant Professor, Department of E.A.F.M.
3. Qualification- M.com (gold medalist), Net-JRF, Ph.D
4. Academic work-

### **Publications**

**Book** on Demonetization and its consequence on Indian Economy by Lambert Academic Publishing (Oct 2017) ISBN: 978-3-330-35028-1

### **Research Papers**

1. Consumer Behaviour towards online shopping ( A case study of Jaipur city), published in INSPIRA-Journal of Modern Management and Entrepreneurship, Vol. 06, No. 04, Oct 2016; ISSN No. 2231-167X, UGCNo. 45138.
2. Role of social media on Online buying behaviour of Indian Consumers, published in International Journal of Interdisciplinary Research Centre, Vol. 02, Issue 10, Oct 2016; ISSN No. 2455-2275 (Online).
3. Emerging trends in e-business, opportunities and challenges, published in the proceeding of India-Japan International conference- BICON 2016 organized by Biyani Girl's College, Vol. No. 03, Oct 2016, ISBN No. 978-93-83462-94-0.
4. Consumers perception towards online banking (A case study of Bank of India), published in IJARS- International Journal of Economics & commerce, Vol. 02, Issue 05, Nov-Dec 2016; ISSN No. 2455-149X.
5. Women Empowerment: A holistic approach towards developing a nation, published in BRDU-International Journal of Multi-Disciplinary Research, Vol. 01, Issue 12, Dec 2016; ISSN No. 2455-278X.
6. Impact of Financial Inclusion towards socio-economic development of rural India, published in International Journal of Advance Research & Innovative Ideas in Education, Vol. 02, Issue 06, Dec 2016; ISSN No. 2395-4396, UGC No. 48059.

7. A paradigm shift in consumer's behaviour towards online shopping published in International Journal of Research in Commerce, Economics & Management, Vol. 07, Issue 04, April 2017; ISSN No. 2231-4245, UGC No. 7515.
8. Gender Effect on Consumers Perception towards Online Shopping published in INSPIRA-Journal of Commerce Economics and Computer Science, Vol. 03, Issue 02, Apr-June 2017; ISSN No. 2395-7069, UGC No. 48314.
9. Understanding Tax Avoidance and Tax Evasion published in INSPIRA-Journal of Modern Management and Entrepreneurship, Vol. 07, Issue 03, April 2017, ISSN No. 2231-167X, UGC No. 45138.
10. Growth of online shopping in India published in SKIREAC: International journal of Marketing & Management Research Vol. 08, Issue 05, May 2017, ISSN No. 2229-6833. UGC No. 43752.
11. Impact of Industrialization in Rajasthan (with special reference to socio- economic problems) published in Worldwide Journal of Multidisciplinary Research & Development, Vol no. 03, Issue 05, 2017, ISSN No. 2454-6615, UGC No. 47762.
12. Impact of Online Advertising on Consumer Buying Behaviour published in International Journal of Advance Research & Innovative ideas in Education, Vol No. 03, Issue 03, June 2017 ISSN No. 2395-4396, UGC No. 48059.
13. Demonetization & its consequences on Indian Economy published in International Journal for Innovative Research in Multidisciplinary Field, Vol No. 03, Issue 06, June 2017, ISSN No. 2455-0620, UGC No. 47793.
14. Is India Ready for a Universal Basic Income Scheme? published in ECONSPK: A journal of Advances in Management IT and Social Sciences Vol. 07, Issue 06, June 2017; ISSN No. 2231-4571, UGC No. 44232.
15. From a cash economy to a less cash economy published in Worldwide Journal of Multidisciplinary Research & Development, Vol. 03, Issue 07, June 2017; ISSN No. 2454-6615, UGC No. 47762.
16. Bitcoins and blockchain technology- prospects and problems published in Global Research Academy, United Kingdom- A Multidisciplinary International journal, Dec 2017, ISSN NO. 2425-025, UGC No. 63160.

17. The bits of Bitcoin published in International Journal of Innovative Research in Technology, Vol. 04, Issue 07, Dec 2017; ISSN No. 2349-6002, UGC No. 47859.
18. Rural India: The untapped potential for E-Commerce published in Edited book of Insipra Research Association- E-Commerce: Problems and Prospects, Feb 2018; ISBN No. 978-81-937067-1-8.