




**GALGOTIAS COLLEGE OF ENGINEERING AND TECHNOLOGY**  
1, Knowledge Park-II, Greater Noida, Uttar Pradesh, 201310

**FACULTY PROFILE**

Name of Faculty	Dr. Shambhavi Pandey			
Designation	Assistant Professor			
College and Department	Department of Management			
Google Scholar ID	<a href="https://scholar.google.com/citations?user=shambhavi.pandey">shambhavi.pandey - Google Scholar</a>			
Qualification	UG:Bsc(Biotechnology)	PG: MBA		
Ph.D (if applicable)	Specialization: Marketing Title: A Study on Customer Retention in Agri-Tech Startups			
Experience in Years	Teaching: 06 Months	Industry: 2 Yrs	Research: 3 yrs	
No. of Papers Published in Journals	National: NA		International: 02	
No. of Paper Published in Conferences	National: NA		International:04	
No. of Books/ Books Chapters	Books published: NA	Books edited: NA	Book chapters published: 02	
No. of Patents	Published: NA		Granted: NA	
Number of Ph.D./ PG/ UG Guided	Ph.D:	PG: 15	UG:	
Details of Professional Membership	NA			
Details of Achievements/Awards	1. Best research Paper award: Understanding Challenges of startups: Evidence from India (8th CEPAR International Annual Conference by KJ Somaiya) 2. Best research Paper award: Factors affecting Customer retention in startups (International Conference on VISION 2050: AGRI-BUSINESS & FOOD PROCESSING ORGANIZATION PERSPECTIVE by Department of Food Business Management & Entrepreneurship Development, National Institute of Food Technology Entrepreneurship and Management)			
Details of Grants fetched	NA			
No. of STTPs/ FDPs attended as Resource Person	NA			
No. of Conferences/ Seminars/ STCs/ STTPs/ FDPs attended	Conferences: 06	Seminar: 01	STCs/ STTPs/ FDPs: 06	
No. of SWAYAM/ MOOCs attended with certification	NA			

