


Dr. Rachna Thakkar

 Email: thakkar.rachna86@gmail.com, rachnathakkar@sxcpatna.edu.in,

 Mobile: +91-96301-99328

About Me

I am an academic, researcher, and author with over 14 years of experience in teaching, research, and administration. Presently, I serve as the Dean of Academics and an Assistant Professor in the School of Commerce at Xavier University, Patna.

My academic journey blends diverse qualifications—Ph.D. (Commerce), MBA (HR & Marketing), M. Com (Marketing), M.Ed, B.Ed, and B. Com—with a passion for finance, taxation, law, digital transformation, and consumer behavior.

I actively engage in research, publications, patents, and academic development programs, ensuring that my teaching is contemporary and aligned with global trends in business and management.

Areas of Expertise

- Consumer Behaviour & Marketing Strategies
- E-Commerce, Digitalization & AI in Business
- Financial Management, Accounting & Taxation
- Human Resource Management & Organizational Behaviour
- Women Entrepreneurship, Sustainability & Rural Development

Academic & Research Achievements

Patents

- Consumer Behavior Prediction Devices in Retail Industry – UK Design Patent, Reg. No. 6300168 (Granted Aug 2023)
- Employee Directory Kiosk – Design Patent, Govt. of India, Reg. No. 439333-001 (Granted Dec 2024)

Books Authored/Edited

- *Strategic Management* – AMKCORP Academics (2024)
- *Navigating the New Frontiers of Commerce: Digital Transformation, Sustainability & Globalisation* – AG Publishing House (2024)

- *Financial Management: Principles and Applications* – Cipher Publishers, Bhopal (2025)
- Edited books on Multi-Disciplinary Research, Human Development, and Women in Business.

Recent Research Publications

2023–2024:

- *Beyond the Polemics: Change in Shopping Environment & Customer Records for Survival of Offline Retailers* – Yugato SOC (Web of Science).
- *E-Marketing Effect on Consumer Buying Behavior* – IRJAEM, Vol. 2.
- *Consumer Purchasing Behavior after Digital Transformation of Business* – IRJAEM, Vol. 2.
- *Consumer Buying Behavior & Influencer Marketing Strategies* – Journal of Management & Entrepreneurship (UGC Care).
- *Digital Transformation in SMEs from the Perspective of Sustainability* – IJISEM.

2024–2025:

- *Reimagining Retail: Embracing the Metaverse for a New Shopping Experience* – Library Progress International (Scopus Indexed).
- *Integrating Sustainability into Corporate Strategy: Challenges and Best Practices* – IRJAEM.
- *Data Privacy and Consumer Trust in Social Media Marketing* – IRJAEM.
- *The Role of Artificial Intelligence in Revolutionizing E-Commerce* – IJISEM.
- *De-dollarization and Its Implications for International Trade* – IJISEM.

Conference Presentations

- *Digital Transformation in SMEs and Sustainability* – International Seminar, SXCMT (2024).
- *E-Marketing and Consumer Buying Behavior* – International Conference, SXCMT (2024).
- *Consumer Purchasing Behavior after Digital Transformation* – International Conference, SXCMT (2024).
- *Integrating Sustainability into Corporate Strategy* – National Seminar, SXCMT (2024).
- *AI in Revolutionizing E-Commerce* – National Seminar, SXCMT (2025).

- *De-dollarization & Global Trade* – National Seminar, SXCMT (2025).

✦ Faculty Development & Training

- FDPs on Innovations in Teaching Pedagogy, NEP Orientation, Emotional Competence, Research Methodology, and AI in Education at IIT BHU, Patna Women's College, St. Xavier's, Madras Christian College, and AICTE.
- Workshops on AI Tools for Research, Data Analysis using SPSS & AMOS, Manuscript Writing for Indexed Journals.

Awards & Recognitions

- Best Paper Award, Amity University, Patna (2019)
- Best Teacher Award, Patrika & Mats University (2014)
- Reviewer, *International Journal of Management Practices and Commerce*
- University Ranker in M.Ed. (1st Rank) and B.Ed. (Top 3 Position)

Beyond Academia

- Enthusiastic about arts, dance, and cultural activities; led inter-school dance competitions and cultural programs.
- Strong believer in student engagement, innovation, and holistic development.