

	Name	Dr Ambika Sehgal
	Area	Information System/Marketing
	Email	ambika_2216@yahoo.co.in

### Educational Qualifications

- Ph.D.
  - MBA
- Areas of Interest: Information System and Marketing

### Area of Research

- Strategic Management
- Decision Support System
- Organizational Behavior

### Selected Publications

Bhatia A., Chhavi (2016) Rural Development through E-Governance Initiatives in India *IOSR Journal of Business and Management*, Vol. 1, pp 61-69.

Bhatia Ambika, (2011) A Frame Work for Decision Support System for the Banking Sector – An Empirical Study of State Bank of Patiala *Int. J. Comp. Tech. Appl.*, Vol 2 (5), 1368-1378, IJCTA , Sep-Oct 2011

Dr Ambika Bhatia published paper “Critical analysis of Success and hindrance Factors in the Development of Decision Support System in Banking Sector” in the PCMA Journal of Business In Vol 4, No 1&2, ISSN No 0974-9977, Dec 2011 and June 2012

Dr Ambika Bhatia, Loveleen Bhatia Published Paper on “VARIOUS PERSPECTIVES ON EVALUATION OF TRAINING: SCENARIO, PRACTICES AND PROBLEMS” in the International journal- Research journal of Social Science & Management, Vol 2, No 7, ISSN No- 2251-1571, November 2012.

