




## Faculty Details Proforma For College Web-site



<b>Title</b>	<b>Ms.</b>	<b>First Name</b>	<b>Deepika</b>	<b>Last Name</b>	<b>Jindal</b>	<b>Photograph</b>
<b>Designation</b>	<b>Assistant Professor</b>					
<b>Address</b>	<b>House no.13, Road No.23, First Floor, East Punjabi Bagh, New Delhi</b>					
<b>Phone No. Office</b>						
<b>Residence</b>						
<b>Mobile No.</b>	<b>9891318770</b>					
<b>Email - ID</b>	<b>deepika@dr.du.ac.in</b>					
<b>Web Page</b>						
<b>Educational Qualification</b>						
<b>Degree</b>	<b>Institution</b>				<b>Year</b>	
Ph.D	Amity University				Jul 2020- Pursuing	
NET	UGC				June 2012	
MBA	Amity University				2007- 2009	
BBE	University of Delhi				2004- 2007	
<b>Career Profile</b>						
<ul style="list-style-type: none"><li>● Assistant Professor (Ad-hoc basis), Commerce Department, Daulat Ram College, University of Delhi from January 2013- till date (Ten years)</li><li>● Guest Lecturer School of Open Learning, Delhi University from January 2013 – December 2018</li></ul>						
<b>Administrative Assignments</b>						
<ul style="list-style-type: none"><li>● Co Convenor of Placement Cell from 2020 till date</li><li>● Member of Hostel Committee from 2021 till date</li><li>● Member of Dramatics Society in 2022-23</li><li>● Teacher Facilitator in Commerce Association in 2022-23, 2019-20, 2018-19</li><li>● Member of Core Placement Cell, Daulat Ram College from 2015 till 2020</li><li>● Member of Student Advisory Board in 2018-19</li><li>● Convenor of S Marketing Cell in 2017-18</li><li>● Member of NAAC Steering Committee in 2016-17</li><li>● Member of Music and Dance Society in 2016-17</li><li>● Member of Core Admission Committee in 2014-15, 2015-16, 2016-17, 2017-18, 2018-19, 2019-20</li><li>● Member of B.A Programme Admission Committee in 2020-21</li></ul>						
<b>Areas of Interest / Specialization</b>						
Marketing, Human Resource Management, International Business						

**Subjects Taught**

Principles of Marketing, Human Resource Management, Digital Marketing, Business Organisation and Management, International Business, Corporate Governance, Project Management, Training and Development, Entrepreneurship, E-Commerce

**Research Guidance****Publications Profile**

Title of the Book	Course	Publisher	ISSN/ ISBN No.	Editions
International Business as Co-Author	B. Com (Hons) Course (CBCS), Semester VI, University of Delhi	MKM Publishers Pvt. Ltd., New Delhi, India	978-93-87273-13-9	1,2,3,4,5
International Business as Co-Author	B. Com (Prog) Course (CBCS), Semester VI, University of Delhi	MKM Publishers Pvt. Ltd., New Delhi, India	978-93-87273-15-3	1,2,3

- Book is mentioned in the Suggested Reading UGCF 2022 of B Com (Hons) based on NEP 2020

Title of the Paper	Journal Name/ Page Numbers	ISSN/ ISBN No.	Year
Role of Companies in Environmental Management through Corporate Social Responsibility and Sustainability Policy	Green Chemistry in Environmental Sustainability and Chemical Education	978-981-10-8390-7	2018
Challenges in Tourism Marketing in Delhi and NCR	Marketing in the 21 Century. Bharti Publications. Page no:107-125	978-93-85000-73-7	2016
Attitude of Consumers towards Coffee	International Research Journal of Management Sociology & Humanity, Volume V, Issue 2, Page no:815	2277-9809	2014
Employee Assistance Program (EAP) in India	International Research Journal of Management Science & Technology, Volume V, Issue 2, Page no:276	2250-1959	2014
Twin Pillars of Direct benefit transfer in India	International Research Journal of Commerce Arts & Science Volume V, Issue 3, Page no:27	2319-9202	2014
Indian Wedding Industry- A growing Opportunity	International Research Journal of Management Sociology & Humanity, Volume V, Issue 3, Page no:104	2277-9809	2014
Challenges in RSBY Enrolment	International Research Journal of Management Science & Technology, Volume V, Issue 3, Page no:54	2250-1959	2014

**Conference Organization / Presentation (in the last three years)**

- Co-Convenor of National Conference on “Income Inequality, Protectionism and International Trade in Digital Age: With reference to India” on 21st January 2020.

**Research Projects (Major Grants/Research Collaboration)****Awards and Distinctions****Association with Professional Bodies****Other Activities**

- Data Analyst in Course coordination team of Add-on Course on “Legal Literacy, Awareness and Aid” from July 2021 till date
- Co- Investigator in Star Innovation Project, University of Delhi, titled “Status of Women, Children and Youth in Slums of Delhi: with focus on Health, Education and Employment”.
- Resource Person for Skill Development Course – “Digital Literacy” on Powering your presentation on 9th July 2018
- Resource Person for Skill Development Course – “Startup Pedia: From Idea to Marketplace” on Startups from 28-May-16 to 17-May-16 (3 weeks)
- E-Lessons

<b>Title of Lesson</b>	<b>Subject</b>	<b>Link</b>	<b>ISSN No.</b>	<b>Year</b>
Introduction to Insurance	Insurance and Risk management	<a href="http://vle.du.ac.in/mod/resource/view.php?id=13390">http://vle.du.ac.in/mod/resource/view.php?id=13390</a>	2349-154X	2015
Insurance Contracts	Insurance and Risk management	<a href="http://vle.du.ac.in/mod/resource/view.php?id=13390">http://vle.du.ac.in/mod/resource/view.php?id=13390</a>	2349-154X	2015