



Faculty Details Proforma For College Web-site



Title	Dr.	First Name	Shivani	Last Name	Bansal	Photograph
Designation	Assistant Professor					
Address	115, Rajdhani Enclave, Pitampura, Delhi-110034					
Phone No. Office						
Residence						
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Email - ID	shivanibansal@dr.du.ac.in					
Web Page						
Educational Qualification						
Degree	Institution				Year	
Doctorate (Ph.D)	Department of Commerce, Delhi School of Economics, University of Delhi				2012-2017	
M.Com	Department of Commerce, Delhi School of Economics, University of Delhi				2010-2012	
B.Com. (H)	Shri Ram College of Commerce, University of Delhi				2007-2010	
Career Profile						
<u>Assistant professor</u> Daulat Ram College (March 2023- present) Level Taught: Undergraduate						
<u>Assistant Professor</u> Shyama Prasad Mukherji College, Delhi (2019 – 2023) Level Taught: Under-graduate						
<u>Assistant Professor, Department of Commerce (2017-2019)</u> Level Taught: Post-graduate (M.Com (Masters in Commerce), MBA(International Business & HR))						
<u>Assistant Professor</u> College of Vocational Studies, Delhi (Aug'2015 – Dec'2016) Level Taught: Under-graduate						
<u>Assistant Professor</u> Shri Ram College of Commerce, Delhi University (2014 - 2015) Level Taught: Under-graduate & Post-Graduate						
<u>Assistant Professor</u> Ramjas College, Delhi University, July 2013-June 2014 Level Taught: Under-graduate & Post-Graduate						

Administrative Assignments

UGC Sponsored National Seminar: The Changing Indian Business Environment- Challenges and Opportunities(March 2020)

- Prepared the “**Concept Note**” and was involved in marketing, **Souvenir Designing Committee and research paper screening committee** for the seminar.

Moderator, Webinar on Job Interviews

- Acted as moderator to the webinar “Preparing for Job Interviews in the times of Covid-19”, 18th May, 2020, Shyama Prasad Mukherji College, DU

Mentor, Undergraduate Courses

- Responsible for mentoring students regarding professional and personal issues in a guarded manner.

Organising Committee Member, Inter- College Branding Quiz (2022)

Member, Commerce Association (student) selection

- Responsible for shortlisting, interviewing students for selection to various roles in the association.

Member, Documentation Committee (2020-2022)

- Responsible for recording the reports (with geo tags) for the events in college

Assistant Editor, Commerce Magazine (SHILP)

- Responsible for idea generation for magazine them, proof reading, content development and editing and creative visualization
- The department successfully presented 3 editions and published them online.

Admission Committee

- Was actively involved in the online admission process for 2020:
- Scrutinizing the applications for all categories of students and sending the same for approval.
- Maintenance of offline records of all students admitted, rejected or withdrawn

Conference Executive for 6th Annual International Commerce Conference, 11th -12th January,2018.

- Successfully organized, marketed and handled post conference publication which witnessed participation from across the globe and eminent speakers from esteemed universities and industries.

Assistant Co-ordinator

- **Conceptualized and managed** the “Advances in Research Methods Workshop” conducted by Prof. Surkasha Gupta, Professor of Marketing, New Caste University, UK.

Deputy Organizer, Special lecture ,*How will MNE's matter for economic development in the 21st century*, Prof. Rajneesh Narula,(Director, John H. Dunning Center for International Business, Henley Business School, United Kingdom)(16th March, 2017).

Assistant Editor, Journal of Commerce and Business Studies (ISSN 2322-0767): Successfully published *two* issues- Vol 4(Issue 1), Vol 4(Issue 2) and currently engaged with publication of Vol 5(Issue 1)

Areas of Interest / Specialization

Business Research and Analytics, Business Statistics, Marketing Management, Business and Company Law.

Subjects Taught

Business Research and Analytics, Business Statistics, Principles of Marketing Corporate Accounting, Corporate Laws, E-filing, Income Tax Laws and Principles, Management Accounting, GST, E-Commerce

Research Guidance

n.a

Publications Profile

- Sharma, Kavita & Garg, Shivani. (2016). An Investigation into Consumer Search and Evaluation Behaviour: Effect of Brand Name and Price Perceptions. **Vision: The Journal of Business Perspective**. 20. 24-36. 10.1177/0972262916628946.
- Gupta, S., **Garg, S.**, & Sharma, K. (2016). Branding in Emerging Markets. In J. S. Francesca Dall'Olmo Riley (Ed.), *The Routledge Companion to Contemporary Brand Management* (pp. 366-377). London, New York: Taylor & Francis Group. (CHAPTER)
- Garg, S., & **Garg, S.** (2016). Consumers' Inclination to Greener issues: An Opportunity in CSR. *Journal of Commerce and Business Studies*, 33-42.
- Goyal, B. K., **Garg, S.**, & Dani, R. (2015). *Business, Entrepreneurship and Management*. New Delhi: International Book Publications (BOOK)

Presentations

- **Garg, Shivani (2019)**, Consumer's Inclination to Greener Issues, National Seminar at Shyama Prasad Mukherji College, University of Delhi
- **Garg, Shivani** & Garg Shweta (2016), Consumer's Inclination to Greener Issues: An Opportunity in CSR, Annual International Commerce Conference, Delhi University, Delhi.
- Sharma, Kavita & **Garg, Shivani** (2014), An Investigation into Consumer Search and Evaluation Behavior: Effect of Brand Name and Price, Annual Conference of the Emerging Markets Conference Board held, Indian Institute of Management(IIM), Lucknow, India.
- **Garg, Shivani** & Garg, Shweta (2014), Understanding Consumers' Interest and Perceptions of Company's social responsibility: An Indian context, Coping with Uncertainty, Maharaja Agrasen Institute of Management studies, Indraprastha University, Delhi.

Conference Organization / Presentation (in the last three years)

UGC Sponsored National Seminar: The Changing Indian Business Environment- Challenges and Opportunities(March 2020)

- Assisted in preparing the "Concept Note" for the seminar and all necessary documents for seeking seminar approval (academic) from UGC.
- Prepared Marketing Material for the National Seminar including posters and brochures
- **Marketed for the seminar**, with appreciable support of the student teams, to pan India colleges and institutions including University of Delhi.
- **Research Paper Screening Committee**: Was responsible for the preliminary screening of Research papers submitted by the presenters.
- Worked in collection, sorting, arranging and acceptance of **research papers** after conducting the blind review process.
- **Souvenir Designing Committee**: was actively involved in: Researching and including the speakers' profile for the event, for designing, selection, approval of layout of the souvenir cum abstracts book issued to all delegates in the seminar, and ,for sending acceptances to paper presenters and ensuring timely inclusion of their papers in the

souvenir.

Research Projects (Major Grants/Research Collaboration)

n.a

Awards and Distinctions

- **Scored 85%** and secured **Third position** in Post-graduation (2012)
- **Scored 83%** and was amongst **top 7 rank holders** in Under- Graduation (2010)
- The **only student to be awarded the prestigious Mitsubishi UFJ Bank, Japan Scholarship, for 2 consecutive years** (2008-09)
- Recipient of **Academic Excellence Award** in under-graduation, SRCC, DU (2009)

Association with Professional Bodies

n.a

Other Activities

- **Coordinator, ILLL**, Pre- Net Winter School, 2016: Worked for providing training to less privileged students
- **Resource Person** for Summer School, assisting needy students in prearing for M.Com Entrance Examaniation. 2016
- Served as **Assistant Resource Person** for teaching Research Methodology, IBM-SPSS software to teaching faculty of Delhi University, Delhi, 2018-2013 (Shaheed Sukhdev College, Gitaratan Jindal Business School, TERI, Dept. of Financial Studies)