



Dr. Gurmeet Kaur



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| Name | Dr. Gurmeet Kaur | |
| Designation | Associate Professor | |
| Department | Commerce | |
| Email | gurmeetkaur@dr.du.ac.in, gurmeet.gambhir@gmail.com | |
| Contact No. | 8860187291 | |

Educational Qualification

| Degree | Institution | Year |
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| Ph.D. (Marketing) | Topic: "Green Marketing in India: An Attitudinal and Behavioural Study" from Department of Commerce, Delhi School of Economics, University of Delhi | 2006 |
| M.Phil. (Marketing) | Topic of M.Phil. Dissertation: "Green Marketing - A Study of Consumers' Attitudinal and Behavioural Aspects" from Department of Commerce, Delhi School of Economics, University of Delhi | 2002 |
| M.Com. | Department of Commerce, Delhi School of Economics, University of Delhi | 1998 |
| B.Com.(H) | Hansraj College, University of Delhi | 1996 |

Qualified **NET (Eligibility for Lectureship)** examination (Subject-**Commerce**) Roll No. E 245992 Ref No. 1130/L (Dec., 97) conducted by **UGC** in December 1997.

Selected for **Doctoral Fellowship (2004-05)** by the **Indian Council of Social Science Research (ICSSR)**, New Delhi.

Full time Teaching Experience

| S. No. | Designation | Institution | Time Period | Nature of Appointment |
|--------|------------------------------|--|----------------------------|-----------------------|
| 1. | Associate Professor | Daulat Ram College, University of Delhi | w.e.f. 1/10/2010 till date | Permanent |
| 2. | Reader | Daulat Ram College, University of Delhi | 01/10/2007 – 30/09/2010 | Permanent |
| 3. | Assistant Professor (Senior) | Daulat Ram College, University of Delhi | 15/09/2005 – 30/09/2007 | Permanent |
| 4. | Lecturer | S.G.T.B. Khalsa College, University of Delhi | 16/07/2003 – 14/09/2005 | Temporary |
| 5. | Lecturer | S.G.T.B. Khalsa College, University of Delhi | 16/10/1998- 15/07/2003 | Adhoc |

Total Teaching experience: 25 years

Deputation:

Appointed as **Fellow in Commerce** at Institute of Lifelong Learning, University of Delhi for one year from 22.07.2015 to 21.07.2016

Administrative Assignments:

Convenor, Teaching Program Committee, Daulat Ram College for the year 2022-23.

Association Incharge of the Commerce Department, Daulat Ram College for the year 2022-23.

Teacher In charge of the Commerce Department, Daulat Ram College for the year 2021-22.

Admission Core Committee for B.Com. Course of Daulat Ram College for the year 2020-21.

Admission Core Committee for B.Com. Course of Daulat Ram College for the year 2019-20.

Admission In charge for B.Com.(H) Course of Daulat Ram College for the year 2017-18.

Association In charge for the Commerce Association, Daulat Ram College for 2017-18.

Association In charge for the Commerce Association, Daulat Ram College for 2016-17.

Deputy Coordinator - Evaluation Centre for English at Daulat Ram College for the month of May-June, 2015.

Member of the Global Ranking Committee, University of Delhi for 2016.

Treasurer, Daulat Ram College Teachers Association for the year 2015.

Member, Screening Committee, for the year 2015.

Deputy Coordinator - Evaluation Centre for English at Daulat Ram College for the month of November-December, 2014.

Admission In charge of B.Com. Course of Daulat Ram College for the year 2009-10.

Teacher In charge of the Commerce Department, Daulat Ram College for the year 2008-09.

Admission In charge of B.Com.(H) Course of Daulat Ram College for the year 2008-09.

Member of **Prize Committee** of Daulat Ram College for the year 2008-09.

Deputy Superintendent- Examinations of Daulat Ram College for the month of May, 2007.

Member of the **Student Advisory Board** of Daulat Ram College for the year 2007-2008.

Member of the **Canteen Committee** of Daulat Ram College for the year 2007-2008.

Association In charge of the Commerce Association, Daulat Ram College for 2006-2007. Conducted various college and inter-college academic events like debates, seminars, and inter-college commerce festival, as well as socio-cultural activities like freshers' party and valedictory function.

Member of the **Rules Implementation Committee** of **Daulat Ram College** in the year 2006-2007.

Member of **ECA Committee** of **Daulat Ram College** for the year 2005-2006.

Nominated as **Expert in Commerce** in the **Selection Committee** for interviewing candidates for appointment of teachers/instructors in Commerce, VMC Kendriya Vidyalaya, Shalimar Bagh, Delhi in March 2004.

Examination

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| <ul style="list-style-type: none">• Member of Board for setter of BA CBCS SEM IV Paper Managerial Aspects of Small Business-Operations, Office, Accounting and Financial Areas for April/May 2023. |
| <ul style="list-style-type: none">• Member of Personal Interview Board for admission to MBA (International Business) and MBA (Human Resource Development), Department of Commerce, University of Delhi on 10, and 11 March 2018. |
| <ul style="list-style-type: none">• Member of Group Discussion Board for admission to MBA (International Business) and MBA (Human Resource Development), Department of Commerce, University of Delhi on 21, 22 and 26 March 2016. |
| <ul style="list-style-type: none">• Convener, Board of Paper Setters (Code No: 15BCH18A) for paper no. 241609 titled Business Data Processing-II of B.Com.(H) (NC) Part-III Examination (May/June 2015). |
| <ul style="list-style-type: none">• Convener, Board of Paper Setters (Code No: 15BCHA36A) for paper no. C-320 titled Business Data Processing-I of B.Com.(H) (NC) Part-III Examination (May/June 2015). |
| <ul style="list-style-type: none">• Convener, Board of Paper Setters (Code No: 15BCHA37A) for paper no. C-321 titled Business Data Processing-II of B.Com.(H) (NC) Part-III Examination (May/June 2015). |
| <ul style="list-style-type: none">• External Examiner (Code No: 17935) for conducting Practical Examination in Paper CH-2.2: Introduction to Essential Tools (Fundamentals of Computers) of the B.Com.(H) Part-I Semester-II Examination (April/May 2013) at Hansraj College, New Delhi. |
| <ul style="list-style-type: none">• External Examiner (Code No: 17976A) for conducting Practical Examination in Paper CH-2.2: Introduction to Essential Tools (Fundamentals of Computers) of the B.Com.(H) Part-I Semester-II Examination (April/May 2013) at SGND Khalsa College, New Delhi. |
| <ul style="list-style-type: none">• Internal Examiner (Code No: 17930) for conducting Practical Examination in Paper CH-2.2: Introduction to Essential Tools (Fundamentals of Computers) of the B.Com.(H) Part-I Semester-II Examination (April/May 2013) at Daulat Ram College, New Delhi. |
| <ul style="list-style-type: none">• Examiner (Code No: BCH-468) for the paper CH-3.1 Business Mathematics of B.Com.(H) Semester-III Examination (Nov 2012). |
| <ul style="list-style-type: none">• Paper setter and Examiner (Code No: 17040) for the paper XXXV Business Data Processing-I (Programme Development Tools) in the B.Com.(H) (NC) Part-III Examination (April/May 2012). |
| <ul style="list-style-type: none">• Paper setter and Examiner (Code No: 17043) for the paper XXXVI Business Data Processing-II (Business Information System) in the B.Com.(H) (NC) Part-III Examination (April/May 2012). |
| <ul style="list-style-type: none">• Head Examiner (Code No: BCH1971) for the paper XXXV Business Data Processing-I (Programme Development Tools) in the B.Com.(H) (NC) Part-III Examination (May/June 2012) of Category A. |
| <ul style="list-style-type: none">• External Examiner (Code No: 11915) for conducting Practical Examination in Paper VI Part C: Introduction to Essential Tools of the B.Com.(H) (NC) Part-I Examination (April 2012) at Sri Venkateswara College, Delhi. |
| <ul style="list-style-type: none">• External Examiner (Code No: 11852) for conducting Practical Examination in Paper CH 2.2 Part C: Introduction to Essential Tools of the B.Com.(H) Part-I (Sem-II) Examination (April 2012) at Sri Venkateswara College, Delhi. |
| <ul style="list-style-type: none">• External Examiner (Code No: 16609) for conducting Practical Examination in Paper VI Part C: Introduction to Essential Tools of the B.Com.(H) (NC) Part-I Examination (April 2012) at Mata Sundari College for Women, Delhi. |
| <ul style="list-style-type: none">• External Examiner (Code No: 16550) for conducting Practical Examination in Paper CH 2.2 Part C: Introduction to Essential Tools of the B.Com.(H) Part-I (Sem-II) Examination (March 2012) at Sri Guru Gobind Singh College of Commerce, Delhi. |
| <ul style="list-style-type: none">• External Examiner (Code No: 16598) for conducting Practical Examination in Paper VI Part C: Introduction to Essential Tools of the B.Com.(H) (NC) Part-I Examination (April 2012) at Sri Guru Gobind Singh College of Commerce, Delhi. |
| <ul style="list-style-type: none">• Additional Head Examiner (Code No: BCH 1992) for the paper XXXVI Business Data Processing-II (Business Information System) in the B.Com.(H) (NC) Part-III Examination (May/June 2012) of Category A. |
| <ul style="list-style-type: none">• Additional Examiner (Code No: BCH 611) for the Paper XI Business Mathematics in the B.Com.(H) Part-II Examination (May/June 2012) of Category A. |
| <ul style="list-style-type: none">• Paper setter and Examiner (Code No: BCH15269) for the paper XXXV Business Data Processing-I (Programme Development Tools) in the B.Com.(H) (NC) Part-III Examination (March/April 2011). |
| <ul style="list-style-type: none">• Paper setter and Examiner (Code No: 15272) for the paper XXXVI Business Data Processing-II (Business Information System) in the B.Com.(H) (NC) Part-III Examination (March/April 2011). |

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| <ul style="list-style-type: none"> • External Examiner (Ref No. Prac.Exam/110) for conducting Practical Examination in Paper VI Part C: Introduction to Essential Tools of the B.Com.(H) Part-I Examination (2011) at SGTB Khalsa College, Delhi. |
| <ul style="list-style-type: none"> • Internal Examiner (Code No. 16273) for conducting Practical Examination in Paper VI Part C: Introduction to Essential Tools of the B.Com.(H) Part-I (New Course) Examination (2011) at Daulat Ram College, Delhi. |
| <ul style="list-style-type: none"> • Additional Head Examiner (Code No: 17525) for the Paper XIII Computer Applications in Business of the B.Com. Part-III Annual Examination (April/May 2011). |
| <ul style="list-style-type: none"> • Additional Head Examiner (Code No: 19117) for the paper XXXV Business Data Processing-I of B.Com.(H) (NC) Part-III Examination (May/June 2011) of Category A. |
| <ul style="list-style-type: none"> • Additional Head Examiner (Code No: 19120) for the paper XXXVI Business Data Processing-II of B.Com.(H) (NC) Part-III Examination (May/June 2011) of Category A. |
| <ul style="list-style-type: none"> • External Examiner (Code No: 16292A) for conducting Practical Examination in Paper VI Part C: Introduction to Essential Tools of the B.Com.(H) (NC) Part-I Examination (2011) at Kirori Mal College, Delhi. |
| <ul style="list-style-type: none"> • Additional Examiner (Code No: 17334) for Paper VI: Introduction to Computers and Information Systems of the B.Com.(H) (NC) Part-I Examination (2010). |
| <ul style="list-style-type: none"> • External Examiner (Code No: 16304) for conducting Practical Examination in Paper VI Part C: Introduction to Essential Tools of the B.Com.(H) (NC) Part-I Examination (2010) at SGTB Khalsa College, Delhi. |
| <ul style="list-style-type: none"> • External Examiner (Code No: 15870-A) for conducting Practical Examination in Paper VI Part C: Introduction to Essential Tools of the B.Com.(H) (NC) Part-I Examination (2010) at SGTB Khalsa College, Delhi. |
| <ul style="list-style-type: none"> • External Examiner (Code No: 15835) for conducting Practical Examination in Paper VI Part C: Introduction to Essential Tools of the B.Com.(H) (NC) Part-I Examination (2010) at Bharti College, New Delhi. |
| <ul style="list-style-type: none"> • Member of the Board of Paper Setters and Examiners (Code No: 15527) for the Paper XIII Computer Applications in Business of the B.Com. Part-III Annual Examination (April/May 2010) of Category B Ref.No. Exam.I/2010/15527. |
| <ul style="list-style-type: none"> • Additional Examiner (Code No: 16941) for Paper XIII Computer Applications in Business of the B.Com. Part-III Annual Examination (May/June 2010) of Category B. |
| <ul style="list-style-type: none"> • Additional Head Examiner (Code No: 13757) for the paper XIII Computer Applications in Business of the B.Com. Part-III Annual Examination (April/May 2010). |
| <ul style="list-style-type: none"> • External Examiner (Code No: 11394) for conducting Practical Examination in Paper VI Part C: Introduction to Essential Tools of the B.Com.(H) (NC) Part-I Examination (2009) at Bharti College, DU. |
| <ul style="list-style-type: none"> • Member of the Board of Paper Setters and Examiners (Code No: 15527) for the paper XIII Computer Applications in Business of the B.Com. Part-III Annual Examination (April/May 2009) of Category B Ref.No. Exam.I/2009/15527. |
| <ul style="list-style-type: none"> • Internal Examiner for the paper Course 617 Computer Applications-I in the Master of Human Resource & Organisation Development (NS) Semester-I Examination (Nov/Dec 2008) Ref No. CD-1825/08. |
| <ul style="list-style-type: none"> • Whole-time Observer in Entrance Test for Admission to MIB/MHROD Programme, 2008 held on 3 February 2008 at Arts Faculty, University of Delhi. |
| <ul style="list-style-type: none"> • Additional Examiner (Code No: 10057A) for the paper 418 Marketing Management of the M.Com. Part-I Annual Examination (May/ June 2008). |
| <ul style="list-style-type: none"> • External Examiner (Code No: 12429) for conducting Practical Examination in Paper VI Part C: Introduction to Essential Tools of the B.Com.(H) (NC) Part-I Examination (2008) at Deen Dyal Upadhyaya College, Delhi. |
| <ul style="list-style-type: none"> • Additional Examiner (Code No: 13462) for the paper XXXVI Business Data Processing-II (Business Information System) of B.Com.(H) (NC) Part-III Examination (April/May 2008). |
| <ul style="list-style-type: none"> • Paper setter for the paper XXXV Business Data Processing-I (Programme Development Tools) and paper XXXVI Business Data Processing-II (Business Information System) B.Com.(H) Part-III Examination (March/April 2008) Ref No. Exam-I/2008/10463/10465. |
| <ul style="list-style-type: none"> • Paper setter and Examiner (Code No: 10056) for the paper Course 617 Computer Applications-I in the Master of Human Resource & Organisation Development (NS) Semester-I Examination (2008-2009). |
| <ul style="list-style-type: none"> • Paper setter and Examiner (Code No: 501811) for the paper Course 627 Computer Applications-II in the Master of Human Resource & Organisation Development (NS) Semester-I Examination (April/May 2008) Ref No. EXAM-I\2007\11317. |
| <ul style="list-style-type: none"> • Internal Examiner (Code No: 10057) for the paper Course 617 Computer Applications-I in the Master of Human Resource & Organisation Development (NS) Semester-I Examination (Nov/Dec 2008) Ref No. EXAM-I\2008\10057. |
| <ul style="list-style-type: none"> • Internal Examiner (Code No: 11687) for the paper Course 627 Computer Applications-II in the Master of Human Resource & Organisation Development (NS) Semester-II Examination (April/May 2008). |
| <ul style="list-style-type: none"> • External Examiner (Code No: 12478) for conducting Practical Examination in Paper VI Part C: Introduction to Essential Tools of the B.Com.(H) (NC) Part-I Examination (2008) at Vivekanand College, New Delhi. |
| <ul style="list-style-type: none"> • External Examiner (Code No: 12508) for conducting Practical Examination in Paper XVI Part C: Designing Web Page using a Tool of the B.Com.(H) (NC) Part-I Examination (2008) at Keshav Mahavidyalaya College, Delhi. |
| <ul style="list-style-type: none"> • External Examiner (Code No: 12495) for conducting Practical Examination in Paper XVI Part C: Designing Web Page using a Tool of the B.Com.(H) (NC) Part-I Examination (2008) at Deen Dyal Upadhyaya College, Delhi. |
| <ul style="list-style-type: none"> • External Examiner (Code No: 10570) for conducting Practical Examination in paper XXXV Business Data Processing-I and XXXVI Business Data Processing-II in the B.Com.(H) (NC) Part-III Examination (2008) at Sherubtse College, Bhutan. |
| <ul style="list-style-type: none"> • Member of the Board of Paper Setters and Examiners (Code No: 10663) for the Paper XIII Computer Applications in Business of the B.Com. Part-III Annual Examination (April/May 2009) of Category B Ref.No. Exam.I/2008/10663. |

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| <ul style="list-style-type: none"> • Internal Examiner (Code No: 12428) for conducting Practical Examination in Paper VI Part C: Introduction to Essential Tools of the B.Com.(H) (NC) Part-I Examination (2008) at Daulat Ram College, New Delhi. |
| <ul style="list-style-type: none"> • Paper setter and Additional Head Examiner (Code No: 501811) for the paper XXXV Business Data Processing-I (Programme Development Tools) in the B.Com.(H) (NC) Part-III Examination (April/May 2008) Ref No. EXAM-I\2007\10463. |
| <ul style="list-style-type: none"> • Paper setter and Additional Head Examiner (Code No: 501811) for the paper XXXVI Business Data Processing-II (Business Information System) in the B.Com.(H) (NC) Part-III Examination (April/May 2008) Ref No. EXAM-I\2007\10465. |
| <ul style="list-style-type: none"> • Paper setter and Additional Examiner (Code No: 13458) for the paper XXXV Business Data Processing-I (Programme Development Tools) in the B.Com.(H) (NC) Part-III Examination (April/May 2008). |
| <ul style="list-style-type: none"> • External Examiner (Code No: 10363) for conducting Practical Examination in paper XXXV Business Data Processing-I and XXXVI Business Data Processing-II Part C (Designing Web Page using a tool) in the B.Com.(H) (NC) Part-III Examination (March/April 2008) at Dyal Singh College (Eve). |
| <ul style="list-style-type: none"> • Internal Examiner (Code No: 10029) for the paper Course 617 Computer Applications-I in the Master of Human Resource & Organisation Development (NS) Semester-I Examination (Nov/Dec 2007) Ref No. Exam. - I/MHROD/2007/10029. |
| <ul style="list-style-type: none"> • Additional Examiner (Code No: 5679) for the paper XX Fundamentals of Investment of B.Com.(H) (NC) Part-III Examination (April/May 2007) of Category A. |
| <ul style="list-style-type: none"> • Paper setter and Examiner (Code No: 501811) for the paper Course 617 Computer Applications-I in the Master of Human Resource & Organisation Development (NS) Semester-I Examination (Nov/Dec 2007) Ref No. EXAM-I\2007\10028. |
| <ul style="list-style-type: none"> • External Examiner (Code No: 9602) for conducting Practical Examination in Paper VI Part C: Introduction to Essential Tools (Fundamentals of Computers) of the B.Com.(H) Part-I Examination (2007) at Dyal Singh College (Eve), New Delhi. |
| <ul style="list-style-type: none"> • Whole-time Observer in Entrance Test for Admission to MIB/MHROD Programme, 2007 held on 4 February 2007 at Arts Faculty, University of Delhi. |

Faculty Development Program

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| <p>Participated in One-week Online Short-term Faculty Development Programme on “Pedagogical and E-Learning tools for teaching” from 04th August - 10th August 2020 organised by Sanatana Dharma College, Alappuzha, Kerala in collaboration with The Kerala State Higher Education Council.</p> |
| <p>Participated in Three Day E-Faculty Development Programme on “Empowering Teaching-Learning Process using Google Classroom & Other ICT Tools: A Comprehensive Practical Approach”, organised by Department of Commerce, Daulat Ram College, University of Delhi from 21-23 July, 2020.</p> |
| <p>Attended the 10th three-week Refresher Course in Human Rights and Social Inclusion held during August 11 – September 02, 2014 conducted by UGC-Academic Staff College, Jamia Millia Islamia, New Delhi.</p> |
| <p>Attended UGC sponsored three-week Refresher Course in Commerce held during November 19 – December 10, 2012 conducted by CPDHE, University of Delhi.</p> |
| <p>Attended three-week Faculty Development Programme in Banking and Financial Services organised by Institute of Life-Long Learning, University of Delhi in collaboration with ICICI Bank from June 11, 2007 to June 29, 2007.</p> |
| <p>Attended Orientation course in Information Technology (05 April – 03 May, 2004) conducted by CPDHE, University of Delhi.</p> |

Computer Proficiency

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| <p>Attended in 10 Day ILLL-Microsoft Corporation Tier I Training Programme “Developing Champions of ICT Capacity Building in DU” from 17 August to 28 August 2009.</p> |
| <p>Attended a Training Course in Web Designing conducted by the Delhi University Computer Centre in April 2007.</p> |
| <p>Participated in workshop on “Networking” held on 21st Feb 2007, conducted by Delhi University Computer Centre.</p> |
| <p>Appeared and cleared all four modules of DOEACC ‘O’ Level Examination held in July 2005.</p> |
| <p>Completed Certificate Course in Web Centric Computing conducted by NIIT in November 2001.</p> |
| <p>Attended Training Course in Windows, MS Word and Power Point conducted by the Delhi University Computer Centre from 14.6.99 to 25.6.99.</p> |
| <p>Attended Training Course in Internet Concepts and Applications conducted by the Delhi University Computer Centre from 21.6.99 to 25.6.99.</p> |

Skill Enhancement and Training

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| Participated in a 5-Days Short Term Financial Literacy Programme , organised by the Department of Commerce (DOC), University of Delhi in association with the Institute of Lifelong Learning (ILL), University of Delhi and Association of Mutual Funds of India (AMFI) from 30 January, 2023 to 03 February, 2023. |
| Participated in two-Day Anandshala (Blissinar) titled ' ALAP - Academic Leadership Alignment Programme ' under NEP Implementation Pathway Services (NIPS) on Ashwin 03-04, Yugabda 5124, Vikram Samvat 2079 i.e., 13th and 14th September 2022 at Prajnanam Auditorium, AICTE, New Delhi jointly organised by Bharatiya Shikshan Mandal and Research For Resurgence Foundation in association with All India Council for Technical Education for Institutional and Academic Leaders. |
| Attended workshop on " Global Academic Ranking: Enhancing the quality of teaching, research and outreach at the University of Delhi ", organised the Internal Quality Assurance Cell (IQAC) , University of Delhi at the VC Committee Room at the Vice Regal Lodge, University of Delhi on Delhi on Wednesday, 08-09 June, 2016. |
| Participated in " Macmillan E-Books Workshop " at the Institute of Lifelong Learning, University of Delhi on 12 th April 2016. |
| Participated in " 3rd Workshop on Creation of MOOCs by NPTEL " at the Institute of Lifelong Learning, University of Delhi on 30 th March 2016. |
| Participated in " 2nd Workshop on Creation of MOOCs " at the Institute of Lifelong Learning, University of Delhi on 4 th March 2016. |
| Participated in " Workshop on Creation of MOOCs " at the Institute of Lifelong Learning, University of Delhi on 29 th September 2015. |
| Participated in a Workshop on " MOOCs: A Revolution in Learning " at the Institute of Lifelong Learning, University of Delhi on 9 th September 2015. |
| Attended Author Workshop conducted by Springer in collaboration with the Delhi University Library System, held at Conference Centre, University of Delhi, Delhi on 23 August 2012. |

Areas of Interest in Teaching

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| Social Media Marketing, Principles of Marketing, Advertising, Company Law, Management Principles and Applications, Financial Markets, Institutions and Financial Services, Fundamentals of Investment, Business Mathematics, Financial Management, Computer Applications. |
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Subjects Taught

Undergraduate level:

| Course | Subject Taught | Semester | Academic Year |
|------------|---|----------|---------------|
| B.Com. (H) | Fundamentals of Investment | 6 | 2022-2023 |
| BA | Managerial Aspects of Small Business-Operations, Office, Accounting and Financial Areas | 4 | 2022-2023 |
| B.Com. | Fundamentals of Financial Management | 5 | 2022-2023 |
| B.Com. | Company Law | 3 | 2022-2023 |
| B.Com. (H) | Business Mathematics | 4 | 2021-2022 |
| B.Com. (H) | Principles of Marketing | 5 | 2021-2022 |
| B.Com. (H) | Advertising | 5 | 2021-2022 |
| B.Com. (H) | Business Mathematics | 4 | 2020-2021 |
| B.Com. (H) | Principles of Marketing | 5 | 2020-2021 |
| B.Com. (H) | Advertising | 5 | 2020-2021 |
| B.Com. (H) | Management Principles and Applications | 3 | 2020-2021 |
| B.Com. | Company Law | 3 | 2019-2020 |
| B.Com. | Financial Management | 5 | 2019-2020 |
| B.Com. (H) | Financial Markets, Institutions and Financial Services | 5 | 2019-2020 |
| B.Com. (H) | Business Mathematics | 4 | 2019-2020 |
| B.Com. (H) | Business Mathematics | 4 | 2018-2019 |
| B.Com. | Fundamentals of Financial Management | 5 | 2016-2017 |
| B.Com. | Computer Applications in Business | 5 | 2016-2017 |
| B.Com. (H) | Business Mathematics | 4 | 2016-2017 |
| B.Com. | Fundamentals of Financial Management | 5 | 2017-2018 |

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| B.Com.(H) | Advertising | 5 | 2017-2018 |
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Postgraduate level:

| Course | Subject Taught | Semester | Year |
|---|-------------------------------------|----------|-----------|
| Master of Human Resource and Organisational Development (MHROD), Department of Commerce, Delhi School of Economics, University of Delhi. | Paper 617: Computer Applications I | I | 2009-2010 |
| Master of Human Resource and Organisational Development (MHROD), Department of Commerce, Delhi School of Economics, University of Delhi. | Paper 617: Computer Applications I | I | 2008-2009 |
| Master of Human Resource and Organisational Development (MHROD), Department of Commerce, Delhi School of Economics, University of Delhi. | Paper 627: Computer Applications II | II | 2008-2009 |
| Master of Human Resource and Organisational Development (MHROD), Department of Commerce, Delhi School of Economics, University of Delhi. | Paper 617: Computer Applications II | I | 2007-2008 |
| Master of Human Resource and Organisational Development (MHROD), Department of Commerce, Delhi School of Economics, University of Delhi. | Paper 627: Computer Applications II | II | 2007-2008 |
| M.Com. (Part – I), Department of Commerce, Delhi School of Economics, University of Delhi. | Paper-418 | I | 2006-2007 |
| M.Com. (Part – I), Department of Commerce, Delhi School of Economics, University of Delhi. | Paper-418 | I | 2005-2006 |

Publications

Books

| S.No. | Book Details (Authors, Book title, Year) | Publisher | Authored/ Edited | ISBN No. |
|-------|---|-----------------------------------|---------------------|-------------------|
| 1. | S.K. Sharma and Gurmeet Kaur, Fundamentals of Investment, 2023 | Sultan Chand & Sons (P) Ltd. | Co-Authored | 978-93-90851-84-3 |
| 2. | S.K. Sharma and Gurmeet Kaur, Business Mathematics, 2022 | Sultan Chand & Sons (P) Ltd. | Co-Authored | 978-93-90851-88-1 |
| 3. | S.K. Sharma and Gurmeet Kaur, Business Mathematics, 2019 | Sultan Chand & Sons (P) Ltd. | Co-Authored | 978-93-87907-95-9 |
| 4. | S.K. Sharma and Gurmeet Kaur, Fundamentals of Investment, 2019 | Sultan Chand & Sons (P) Ltd. | Co-Authored | 978-93-87907-94-2 |
| 5. | S.K. Sharma and Gurmeet Kaur, Business Mathematics, 2018 | Sultan Chand & Sons (P) Ltd. | Co-Authored | 978-81-8350-756-4 |
| 6. | S.K. Sharma and Gurmeet Kaur, Business Mathematics and Statistics, 2016 | International Book House (P) Ltd. | Co-Authored | 978-93-83283-36-8 |
| 7. | S.K. Sharma and Gurmeet Kaur, Business Mathematics, 2015 | International Book House (P) Ltd. | Co-Authored | 978-93-83283-35-4 |

E- Modules

| S.No. | Details (Authors, Title, Year, URL) | Publisher | Authored/ Edited | ISSN |
|-------|---|--|---------------------|----------------|
| 1. | Gurmeet Kaur (2016), "Introduction Linear Programming and Graphical Method", Business Mathematics, http://vle.du.ac.in/file.php/486/Business_Mathematics/Introduction_to_Linear_Programming_and_Graphical_Method.pdf | Virtual Learning Environment, ILL, University of Delhi | Authored | ISSN 2349-154X |
| 2. | Gurmeet Kaur (2016), "Linear Programming: Simplex Method", Business Mathematics, http://vle.du.ac.in/file.php/486/Linear_Programming_Simplex_Method/Simplex_Method_30_June.pdf | Virtual Learning Environment, ILL, University of Delhi | Authored | ISSN 2349-154X |

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| 3. | Gurmeet Kaur (2016), "Linear Programming: Dual Problem and Economic Interpretation, Business Mathematics, http://vle.du.ac.in/file.php/486/Linear_Programming_Dual_Problem_and_Economic_Interpretation/Simplex_Duality.pdf | Virtual Learning Environment, ILL, University of Delhi | Authored | ISSN 2349-154X |
| 4. | Gurmeet Kaur and Manasi Goel (2016), "Entrepreneurial Stimulation", Entrepreneurship, http://vle.du.ac.in/file.php/540/PDF/Unit_3_entrep.pdf | Virtual Learning Environment, ILL, University of Delhi | Co-authored | ISSN 2349-154X |
| 5. | Gurmeet Kaur and Dr. Minakshi Paliwal (2016) "Final Accounts", Corporate Accounting, http://vle.du.ac.in/file.php/540/PDF/Revised_Final_Accounts.pdf | Virtual Learning Environment, ILL, University of Delhi | Co-authored | ISSN 2349-154X |
| 6. | Gurmeet Kaur (2015) "Computer Network", Introduction to Computers, available at https://docs.google.com/file/d/0B0Izh6GcIA_Db0dvTnhHRldvTDA/edit | Virtual Learning Environment, ILL, University of Delhi | Authored | ISSN 2349-154X |
| 7. | Accounting for Amalgamation of Companies, <i>Corporate Accounting</i> , available at http://vle.du.ac.in/file.php/699/Accounting_For_Amalgamation_of_Companies/Amalgamation_of_companies_and_Internal_Reconstruction_12_april.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 8. | Accounting for Dissolution of the Partnership Firm, <i>Financial Accounting</i> , available at http://vle.du.ac.in/file.php/479/Accounting_for_Dissolution_of_the_Partnership_Firm/Dissolution_of_Partnership-Khusboo_Aggarwal.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 9. | Accounting for Overheads, <i>Corporate Accounting</i> , available at http://vle.du.ac.in/file.php/556/Accounting_for_Overheads/Overheads.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 10. | An Introduction to Financial Management, <i>Fundamentals of Financial Management</i> , available at https://docs.google.com/file/d/0B0Izh6GcIA_DR0xNNTZ5YzVSVTQ/edit | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 11. | Approaches to Equity Analysis, <i>Fundamentals of Investment</i> , available at http://vle.du.ac.in/file.php/540/Fundamental_of_Investment/Shikha_Manchanda.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 12. | Banking Companies, <i>Corporate Accounting</i> , available at http://vle.du.ac.in/file.php/699/Banking_Companies/BANKING_COMPANIES-BY_SONAL_ARUSHI.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 13. | Budgeting and Budgetary Control, <i>Cost Accounting</i> , available at https://drive.google.com/file/d/0B0Izh6GcIA_DSDI1UDVWV2NTaGs/view | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 14. | Business Plan Preparation, <i>Entrepreneurship</i> , available at http://vle.du.ac.in/file.php/700/Business_Plan_Preparation/Business_Plan_Minakshi.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 15. | Case Laws Relating to Information Technology Act, <i>Cyber Crimes and Laws</i> , available at http://vle.du.ac.in/file.php/697/Electronic_Records/Electronic_Records.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 16. | Cash Management, <i>Fundamentals of Financial Management</i> , available at https://docs.google.com/file/d/0B0Izh6GcIA_DTG5maDlxMzFRRm8/edit | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 17. | Central Excise, <i>Indirect Tax Laws</i> , available at http://vle.du.ac.in/file.php/668/Indirect_Tax/Central_Excise/Central_Excise.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |

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| 18. | Contract Costing, <i>Cost Accounting</i> , available at http://vle.du.ac.in/file.php/540/PDF/Contract_Costing.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 19. | Cost Accounting Systems, <i>Cost Accounting</i> , available at http://vle.du.ac.in/file.php/556/Cost_Accounting_Systems/Tonila_Material_Costing_Lesson.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 20. | Cost of Capital, <i>Fundamentals of Financial Management</i> , available at http://vle.du.ac.in/file.php/619/Cost_of_Capital/cost_of_capital-VINAY.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 21. | Dividend Decision, <i>Fundamentals of Financial Management</i> , available at http://vle.du.ac.in/file.php/619/Dividend_Decision/Dividend_Decision-Kamini.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 22. | Electronic Records, <i>Cyber Crimes and Laws</i> , available at http://vle.du.ac.in/file.php/697/Electronic_Records/Electronic_Records.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 23. | Elements of Cost: Labour, <i>Cost Accounting</i> , available at http://vle.du.ac.in/file.php/556/Elements_of_Cost_Labour/Labour_Cost_Lesson.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 24. | Elements of Cost: Materials, <i>Cost Accounting</i> , available at http://vle.du.ac.in/file.php/556/Elements_of_Cost_Materials/Tonila_Material_Costing_Lesson.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 25. | Entrepreneurial Stimulation, <i>Entrepreneurship</i> , available at http://vle.du.ac.in/file.php/540/PDF/Unit_3_entrep.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 26. | Final Accounts, <i>Corporate Accounting</i> , available at http://vle.du.ac.in/file.php/540/PDF/Revised_Final_Accounts.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 27. | Gratuity and Bonus, <i>Industrial Laws</i> , available at http://vle.du.ac.in/file.php/540/PDF/GRATUITY-BONUS.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 28. | Index Numbers, <i>Business Statistics</i> , available at http://vle.du.ac.in/file.php/540/PDF/Index_Numbers-Kamini-19th_July.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 29. | Insurance Contracts, <i>Insurance and Risk Management</i> , available at http://vle.du.ac.in/file.php/687/Insurance_Unit_III11_Jan_2016_Upload-1.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 30. | Internet and the Information Technology Act 2000, <i>Cyber Crimes and Laws</i> , available at http://vle.du.ac.in/file.php/697/Internet_and_the_Information_Technology_Act_2000/Internet_and_the_Information_Technology_Act_2000.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 31. | Introduction Linear Programming and Graphical Method, <i>Business Mathematics</i> , available at http://vle.du.ac.in/file.php/486/Business_Mathematics/Introduction_to_Linear_Programming_and_Graphical_Method/Introduction_to_Linear_Programming_and_Graphical_Method.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 32. | Introduction to Cyber Crimes, Cyber Security and Legal Aspects, <i>Cyber Crimes and Laws</i> , available at http://vle.du.ac.in/file.php/697/Cyber_Crimes_Cyber_Security_and_Legal_Aspects/Introduction_to_Cyber_Crimes_Cyber_Security.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |

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| 33. | Introduction to Entrepreneurship, <i>Entrepreneurship</i> , available at http://vle.du.ac.in/file.php/700/Introduction_to_Entrepreneurship/chapter1_entrepreneurship_Nidhi.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 34. | Introduction to Financial Accounting Standards, <i>Financial Accounting</i> , available at http://vle.du.ac.in/file.php/479/Introduction_to_Financial_Accounting_Standards/Accounting_Standards_Gunjan.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 35. | Introduction to Insurance, <i>Insurance and Risk Management</i> , available at https://drive.google.com/file/d/0B0Izh6GcIA_DUIVldGMxQ3pYbGM/view | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 36. | Inventory and Receivables Management, <i>Fundamentals of Financial Management</i> , available at https://drive.google.com/file/d/0B0Izh6GcIA_DZTVkv0hmREJ5c1E/view | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 37. | Investing in Mutual Funds, <i>Investing in Stock Markets</i> , available at http://vle.du.ac.in/mod/resource/view.php?id=13505 | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 38. | Investment Fundamentals, <i>Investing in Stock Markets</i> , available at https://drive.google.com/file/d/0B0Izh6GcIA_DSfhuMnMxanZZN1U/view | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 39. | Job Costing, <i>Cost Accounting</i> , available at http://vle.du.ac.in/file.php/540/PDF/Job_Costing.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 40. | Linear Programming: Dual Problem and Economic Interpretation, <i>Business Mathematics</i> , available at http://vle.du.ac.in/file.php/486/Linear_Programming_Dual_Problem_and_Economic_Interpretation/Simplex_Duality.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 41. | Linear Programming: Simplex Method, <i>Business Mathematics</i> , available at http://vle.du.ac.in/file.php/486/Linear_Programming_Simplex_Method/Simplex_Method_30_June.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 42. | Marketing Environment, <i>Principles of Marketing</i> , available at http://vle.du.ac.in/file.php/588/Marketing_Environment/Marketing_Environment-Shivani_Raheja_1_.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 43. | Mobilising Resources, <i>Entrepreneurship</i> , available at http://vle.du.ac.in/file.php/700/Mobilising_Resources/Mobilising_Resources_Minakshi.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 44. | Online Business Transactions, <i>E-Commerce</i> , available at http://vle.du.ac.in/file.php/701/Online_Business_Transactions/e_commerce_.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 45. | Operating Costing, <i>Cost Accounting</i> , available at http://vle.du.ac.in/file.php/540/PDF/Operating_Costing.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 46. | Pricing, <i>Principles of Marketing</i> , available at http://vle.du.ac.in/file.php/588/Principles_of_Marketing/Alok_Anand-_pricing.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 47. | Regulatory Framework for Cyber Laws, <i>Cyber Crimes and Laws</i> available at http://vle.du.ac.in/file.php/697/Cyber_Crimes_Cyber_Security_and_Legal_Aspects/Regulatory_authority_Manasi_Kanojia.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 48. | Risk and its Management, <i>Insurance and Risk Management</i> , available at https://drive.google.com/file/d/0B0Izh6GcIA_DeTFmd3BlandoMDg/view | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |

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| 49. | Risk Management and Regulatory Framework, Insurance and Risk Management, available at https://drive.google.com /file /d/OB0Izh6GcIA_DWFluLUpvYTzreDA/view | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 50. | Stock Analysis and Evaluation, <i>Investing in Stock Markets</i> , available at http://vle.du.ac.in/file.php/687/Stock_Analysis_and_Valuation/Stock_Analysis_and_Valuation.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 51. | The Investment Environment, <i>Fundamentals of Investment</i> , available at http://vle.du.ac.in/file.php/690/The_Investment_Environment/Investment_Decision_Process_1.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 52. | Types of Business Entities, <i>Entrepreneurship</i> , available at http://vle.du.ac.in/file.php/540/PDF/Entrepreneurship_Types_of_Entities.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 53. | Understanding Derivatives, <i>Investing In Stock Markets</i> available at http://vle.du.ac.in/mod/resource /view.php?id=13505 | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 54. | Unit and Process Costing, <i>Cost Accounting</i> , available at http://vle.du.ac.in/file.php/540/PDF/Unit_and_Process_costing_modified.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 55. | Value of the Firm, <i>Fundamentals of Financial Management</i> , available at http://vle.du.ac.in/file.php/619/Value_of_the_Firm/Value_of_the_Firm-VINAY.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |
| 56. | Working Capital Decisions, <i>Fundamentals of Financial Management</i> , available at http://vle.du.ac.in/file.php/619/Working_Capital_Decisions/working_capital-arun_and_soma-8th_july.pdf | Virtual Learning Environment, ILL, University of Delhi | Edited | ISSN 2349-154X |

E-Books Edited for website of ILLL uploaded on vle.du.ac.in (2015-2016):

- Corporate Accounting, Paper BCH 2.2 of B.Com.(H), Commerce, developed for the Institute of Lifelong Learning, University of Delhi, https://vle.du.ac.in/courses/commerce/corporate_accounting/
- Cost Accounting, Paper BCH 4.1 of B.Com.(H), Commerce, developed for the Institute of Lifelong Learning, University of Delhi, https://vle.du.ac.in/courses/commerce/cost_accounting/
- Principles of Marketing, Paper BCH 5.1 of B.Com.(H), Commerce, developed for the Institute of Lifelong Learning, University of Delhi, https://vle.du.ac.in/courses/commerce/principles_of_marketing/
- Financial Accounting, Paper BCH 1.2 of B.Com.(H), Commerce, developed for the Institute of Lifelong Learning, University of Delhi, https://vle.du.ac.in/courses/commerce/financial_accounting/
- Fundamentals of Financial Management, Paper BCH 2.2 of B.Com.(H), Commerce, developed for the Institute of Lifelong Learning, University of Delhi, https://vle.du.ac.in/courses/commerce/financial_management/
- Investing in Stock Markets, Paper BCH 2.4(b) of B.Com.(H), Commerce, developed for the Institute of Lifelong Learning, University of Delhi, https://vle.du.ac.in/courses/commerce/investing_in_stock_markets/
- Entrepreneurship, Paper BCH 4.5(a) of B.Com.(H), Commerce, developed for the Institute of Lifelong Learning, University of Delhi, <https://vle.du.ac.in/courses/commerce/entrepreneurship/>
- Insurance and Risk Management, Paper BCH 1.4(b) of B.Com.(H), Commerce, developed for the Institute of Lifelong Learning, University of Delhi, https://vle.du.ac.in/courses/commerce/insurance_risk_management/
- Business Mathematics, Paper BCH 4.2 of B.Com.(H), Commerce, developed for the Institute of Lifelong Learning, University of Delhi, https://vle.du.ac.in/courses/commerce/business_mathematics/
- Cyber Crimes and Laws, Paper BCH 4.5(d) of B.Com.(H), Commerce, developed for the Institute of Lifelong Learning, University of Delhi, https://vle.du.ac.in/courses/commerce/cyber_crimes_laws/

Research Publications:

| S.N | Publication details (Authors, Title of article, Journal, Volume, Issue, Year, Page range of article, URL/DOI) | Date of Publication | Impact Factor | Author | UGC Care List Journal Yes/No | Scopus Indexed Journal Yes/No | ISSN No | Affiliating University/college mentioned on the paper | Citation | H Index |
|-----|---|---------------------|---------------|--------|------------------------------|-------------------------------|-------------|---|----------|---------|
| 1. | "Role of Socio-demographics in Segmenting and Profiling Green Consumers: An Exploratory Study of Consumers in India", <i>Journal of International Consumer Marketing</i> , Vol.18 (3), pp.107-146, ABDC - C journal. | 08 Sep 2006 | 6.253 | Second | Yes | Yes | 0896 - 1530 | Shri Guru Tegh Bahadur Khalsa College, University of Delhi, Delhi | 329 | 5 |
| 2. | "Consumers' Buying Behaviour Towards P-O-S Promotions Tools: A PLS-SEM Model", <i>Indian Journal of Economics and Business</i> , Vol. 20(2), ABDC - C journal. | July, 2021 | 0.89 | Third | Yes | Yes | 0972 - 5784 | Daulat Ram College, University of Delhi | | |
| 3. | "Impulse Buying Behaviour in Retail Stores: An Empirical Study", <i>Journal of Critical Reviews</i> , Vol. 7(15), pp.5474-5482. | July 08, 2020 | | Third | Yes | Yes | 2394 - 5125 | Daulat Ram College, University of Delhi | | |
| 4. | "Consumers' Buying Behaviour Towards Point-Of-Sales Promotion: A Literature Review", <i>International Journal of Mechanical and Production</i> , Vol. 10(3), pp.6105-6112. | Aug 03, 2020 | 8.8746 | Third | Yes | Yes | 2249 - 6890 | Daulat Ram College, University of Delhi | | |
| 5. | "Green consumerism: Awareness of Environmental Issues among Indian Consumers", <i>The Indian Journal of Commerce: A quarterly of the Indian Commerce Association</i> , Vol. 59 (4), pp. 1-18. | 2006 | | Single | Yes | No | 0019 - 512X | Daulat Ram College, University of Delhi | 3 | |
| 6. | "Green Marketing: Genesis, Nature and its Emerging Role in India", <i>GGU Journal of Business</i> , Vol. 1(1), pp. 131-152. | 2005 | | Second | No | No | 0973 - 5887 | Shri Guru Tegh Bahadur Khalsa College, University of Delhi, Delhi | | |
| 7. | "Green Marketing: An Attitudinal and Behavioural Analysis of Indian Consumers", <i>Global Business Review</i> , Vol. 5(2), pp. 188-205 available at http://gbr.sagepub.com/cgi/reprint/5/2/187.pdf ABDC - C journal. | August 1, 2004 | | Second | Yes | Yes | 0972 - 1509 | Shri Guru Tegh Bahadur Khalsa College, University of Delhi, Delhi | 388 | |
| 8. | "Green Marketing: An Indian Perspective", <i>Decision</i> , Publisher: Springer, New York, United States, Vol.31 (2), pp.168-209. | 2004 | | Second | Yes | Yes | 0304 - 0941 | Shri Guru Tegh Bahadur Khalsa College, University of Delhi, Delhi | 176 | |
| 9. | "Eco Labelling: Genesis, Issues and Perspectives" <i>Effulgence</i> , Vol.2 (1), pp.5-17. | 2004 | | Second | | | 0972 - 8058 | Shri Guru Tegh Bahadur Khalsa College, University of Delhi, Delhi | | |
| 10. | "Green Marketing: Conceptual Issues and Strategic Orientation", <i>Review of Commerce Studies</i> , Vol.22 (1), pp. 21-48. | 2003 | | Second | No | No | 0973 - 0842 | Shri Guru Tegh Bahadur Khalsa College, University of Delhi, Delhi | 5 | |
| 11. | "Strategic Green Marketing: How Should Business Firms Go about Adopting It?", <i>Indian Journal of Commerce</i> , Vol.56 (October-December), pp. 1-17 ISSN: | 2003 | | Second | Yes | No | 0019 - 512X | Shri Guru Tegh Bahadur Khalsa College, University of Delhi, Delhi | | |

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| 12. | "Green Marketing: A Study of Environmental Concern among Delhi University Post Graduates", NIMS Management Review , Vol. 12(2), pp.1–16. | 2000 | | Second | Yes | No | 0971 - 1023 | Shri Guru Tegh Bahadur Khalsa College, University of Delhi, Delhi | | |
|-----|---|------|--|--------|-----|----|-------------|---|--|--|

Conference Proceedings publication

| S.No | Details (Authors, Book title, Article title, Year, page range of article) | Date of Publication (DDMMYY) | Name of conference | Venue of conference |
|------|---|------------------------------|--|--|
| 1. | S. K. Jain and Gurmeet Kaur (2004) " Socio-Demographics as a Correlate of Environmental Consciousness: An Exploratory Study of Consumers in India ". Paper presented at the 2004 NEBAA International conference on Globalisation and Sustainable Development organised by New England Business Administration association (NEBAA) and Centre for International Business Education and Research (CIBER) School of Business, Southern Connecticut State University, New Haven, Connecticut – 0615-1355, USA on May 14-15, 2004. | May 14-15, 2004 | International Conference on Globalization and Sustainable Development | School of Business, Southern Connecticut State University, New Haven, Connecticut, USA |

Paper presentation

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| 1. Presented a paper on " Corporate Environmentalism: Concept and Manifestations " for partial fulfilment of the requirement for 10th three-week Refresher Course in Human Rights and Social Inclusion held during August 11 – September 02, 2014 conducted by UGC-Academic Staff College, Jamia Millia Islamia, New Delhi. |
| 2. Presented a paper " Green Washing-Questioning the Veracity of Corporate Environmentalism " (JEL Classification: M30, Q50) for partial fulfilment of the requirement for UGC-sponsored refresher course held from November 19 to December 10, 2012. |
| 3. Presented a paper " Green Marketing " for partial fulfilment of the requirement for UGC-ASC sponsored Orientation course in Information Technology (05 April – 03 May 2004) conducted by CPDHE, University of Delhi. |

Academic Lectures:

| Course | Subject Taught | Date | Time |
|--|---------------------------------------|------------------|--------------------|
| Ph.D. and M.Phil. (Marketing) , Department of Commerce, Delhi School of Economics, University of Delhi. | Green Marketing: Concept and Practice | 13 Dec 2018 | 1:30 PM to 4:30 PM |
| Ph.D. and M.Phil. (Marketing) , Department of Commerce, Delhi School of Economics, University of Delhi. | Green Marketing: Concept and Practice | 29 Nov 2017 | 2:00 PM to 6:00 PM |
| Ph.D. and M.Phil. (Marketing) , Department of Commerce, Delhi School of Economics, University of Delhi. | Green Marketing: Concept and Practice | 26 November 2016 | 1:30 PM to 4:30 PM |
| Ph.D. and M.Phil. (Marketing) , Department of Commerce, Delhi School of Economics, University of Delhi. | Green Marketing: Concept and Practice | 13 April 2013 | 1:30 PM to 4:30 PM |
| Ph.D. and M.Phil. (Marketing) , Department of Commerce, Delhi School of Economics, University of Delhi. | Green Marketing: Concept and Practice | 16 May 2014 | 1:30 PM to 4:30 PM |

Research Grant:

Received **Minor** research grant of ₹ 2,00,000 under the Faculty Research Programme (FRP) of the Institution of Eminence (IoE) scheme for the research project "Probing the Linkage between Social Media Usage and Academic Performance of the Students in Higher Education: Evidence from Survey of North India" on 31 August 2022.

Research Guidance:

Ph.D. Co-guide of Ms Muskan Bhatnagar, PhD Scholar (Pursuing), Amity College of Commerce and Finance, Amity University, Noida.

Ph.D. Co-guide of Ms Nishtha Bhushan, PhD, Amity College of Commerce and Finance, Amity University, Noida. She has been awarded PhD in November 2021.

Undergraduate Research Project Report Guidance:

| Academic Year | Number of Undergraduate Students Guided |
|---------------|---|
| 2013-14 | 5 |
| 2014-15 | 5 |
| 2015-16 | 6 |
| 2016-17 | 5 |

Seminars, Symposia and Workshops:

Organised

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| Organised a webinar on “ Understanding the Dynamics of Smart Investments ” via Zoom platform of Daulat Ram College, University of Delhi on 19 September 2022. |
| Organised a webinar on “ WHY SHOULD YOU GET STARTED WITH INVESTMENTS YOUNG AND EARLY? ” via Zoom platform of Daulat Ram College, University of Delhi on 23 January 2023. |
| Course Coordinator for the two day In-House Skill Development Program on “ Enhancing Learning through ICT Tools ”, organised by the Department of Commerce, Daulat Ram College, University of Delhi from 24-25 November, 2021. |
| Organised a seminar on “ Risk Management Opportunities for Undergraduates ” at Daulat Ram College, University of Delhi on 8 November 2017. |
| Organised one-week Faculty Development Programme as Convener on "Qualitative and Quantitative Techniques using SPSS" at Daulat Ram College, University of Delhi from 1 st December-7 th December 2016. |
| Organised an “ E-Content and Capacity Building Workshop in Commerce ” at the Institute of Lifelong Learning, University of Delhi on 3 rd February 2016. |
| Organised a “ Capacity Building Workshop on e-content creation ” at the Institute of Lifelong Learning, University of Delhi on 21 st June 2016. |
| Organised Seminar on “ Corporate Social Responsibility ” during Commerce Festival held on 13 th December 2006 at Sadbhawna Bhawan, Daulat Ram College. |

Participated

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| Participated in the webinar on “ New PQDT Global & Citation Connection: Ideating Your Literature Review with New Insight ” Organized by University of Delhi in Collaboration with ProQuest, Part of Clarivate, held on July 14, 2022. |
| Attended One week (Online) Faculty Development Programme on “ Implementation of National Education Policy 2020 using Innovative Teaching Methods ” (30 th May – 4 th June, 2022) organised by Department of Commerce, Sri Venkateswara College & Department of Commerce, Hansraj College in collaboration with Mahatma Hansraj Faculty Development Centre Hansraj College, University of Delhi |
| Attended the webinar on, “ Understanding Plagiarism Detection Software Ouriginal ” organized by University of Delhi in Association With eGalactic Pune on 28 January 2022. |
| Attended the webinar on “Power your research with Scopus” organised by University of Delhi and Elsevier, on 23 November, 2021. |
| Participated in a National Webinar On “ National Education Policy 2020: Role of Commerce in Education ” on September 02 2021 organised by the Department of Commerce, Rajdhani College, University of Delhi, New Delhi |
| Participated in an International Webinar on “ Online Education: Issues and Challenges ” organised by DR CBS Cyber Security Services LLP, India in the academic auspices of Guru Gobind Singh Indraprastha University, New Delhi held on 18-19 July 2020. |
| Participated in National Webinar on “ COVID: Overcoming the Challenges of the Pandemic ” organised by Shri Ram College of Commerce, University of Delhi held on 12 July 2020. |
| Participated in the National Webinar on “ Mentoring Teachers for Effective Online Teaching ” organised by the Department of Commerce, Daulat Ram College on 4 July 2020. |

Participated in “**Inauguration of MOOCs**” at the Institute of Lifelong Learning, University of Delhi on 15th February 2016.

Participated in the three-day International Conference **Multinational Enterprises and Sustainable Development** on “Managing MNE Dynamics and Sustainable Development: Best Practices, Practices and Models” organised by Shaheed Bhagat Singh College, University of Delhi, held on 12 -14 December 2012.

Attended National Conference on “**FDI In India: Response and Challenge**” organised by Shaheed Bhagat Singh College, University of Delhi held on November 5-6, 2012.

Attended Third International Conference on “**Corporate Governance: The Road Ahead**” held at Shri Ram College of Commerce, University of Delhi held on March 27-29, 2012.

Participated in National Conference on “**Mergers and Acquisitions- Issues, Opportunities and Challenges**” organised by Shaheed Bhagat Singh College and Department of Commerce, University of Delhi held on January 20-21, 2012.

Attended the Euridition’08 on Convergence of the Titans: **Creating Global Partnerships** organised by the Department of Commerce, University of Delhi held on 19 September 2008.

Participated in a seminar on “**Geographical Information Systems and Multimedia**” conducted by JIMS, Rohini, held on 11th February 2006.

Participation in Curriculum development and Syllabus of UG:

Member of the sub-committee “Business Mathematics and Statistics” for the formulation of UGCF-2022 based on NEP 2020 held at the Department of Commerce and Business, University of Delhi during the month of April and May 2022.

Convener, Curriculum of Social Media Marketing, UGCF-2022 based on NEP 2020 held at the Department of Commerce and Business, University of Delhi during the month of April and May 2022.

Member of the sub-committee “Marketing” for the formulation of UGCF-2022 based on NEP 2020 held at the Department of Commerce and Business, University of Delhi during the month of April and May 2022.

Attended in a **Three-day workshop** on Paper 2.2: Fundamentals of Computers and Information System of B.Com (Hons) Semester II organised by the Department of Commerce and Shri Ram College of Commerce, held at Shri Ram College of Commerce, University of Delhi 22 Nov-24 Nov 2011.

Participated in a **Five-day workshop** organised by the Department of Commerce in Business Mathematics and Business and Company Law from 17.01.2000 to 24.01.2000.

Participated in the **workshop** organised by the Department of Commerce in Business Mathematics and Business and Company Law on 24.8.2000 and 30.8.2000.

Association with Professional Bodies

Life Member No. D299, Indian Commerce Association, Delhi Chapter.

Life Member No. DH-388, Indian Accounting Association, Delhi Branch.