



## Faculty Details Proforma For College Web-site



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| <b>Name</b>        | <b>Isha Kumari Bhatt</b>   |  |
| <b>Designation</b> | Assistant Professor  |   |
| <b>Mobile No.</b>  | <b>9958707396</b>  |   |
| <b>Email - ID</b>  | <a href="mailto:Ishabhatt@dr.du.ac.in">Ishabhatt@dr.du.ac.in</a> |   |

### Educational Qualification

| Degree           | Institution  | Year     |
|------------------|--|----------|
| <b>PhD</b>       | Department of Commerce, Delhi School of Economics, University of Delhi | Pursuing |
| <b>M.Com</b>     | Department of Commerce, Delhi School of Economics, University of Delhi | 2014     |
| <b>B. Com(H)</b> | Shri Ram College of Commerce, University of Delhi                      | 2012     |

Qualified Junior Research Fellowship (**JRF**) and National Eligibility Test (**NET**) for Lectureship conducted by University Grants Commission (UGC) in June 2013.

### Career Profile

- Assistant Professor, Department of Commerce, Daulat Ram College, University of Delhi, (Since 20th March 2023).
- Assistant Professor (*Ad-hoc*), Department of Commerce, Daulat Ram College, University of Delhi, Delhi-7 (22<sup>nd</sup> July 2015- 19<sup>th</sup> March 2023).

**Total Experience: 7 years 11 months**

### Administrative Assignments

| Name of Institute  | Designation                            | Time period | Experience            |
|--------------------|--|-------------|-----------------------|
| Daulat Ram College | Convenor, Smarketing Cell              | 2018-2019   | 1 year                |
| Daulat Ram College | Editor, Commerce Department newsletter | 2017        | Editing of Newsletter |

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|--------------------|--|----------------|--------|
| Daulat Ram College | Co-Convenor,<br>Finance and<br>Investment Cell   | 2021-2022      | 1 year |
| Daulat Ram College | B. Com admission Helper                          | 2021-22        | 1 year |
| Daulat Ram College | Open Book Examination (OBE)<br>Nodal team Member | OBE March 2021 | 1 year |
| Daulat Ram College | Admission Core Committee member                  | 2022-23        | 1 year |
| Daulat Ram College | SEC Coordinator (Department Level)               | 2022-23        | 1 year |

### Areas of Interest / Specialization

Marketing, Advertising, Tourism

### Subjects Taught

Principles of Marketing, Computer Applications in Business, Corporate Laws, Cost Accounting, Financial Accounting with Tally Prime, Financial Markets and Institutions, Financial Management, Advertising and Personal Selling, Industrial Laws.  
**SEC:** E-Commerce, Basic IT Tools

### Research Guidance

NA

### Publications Profile

- Bhatt I. K., Kumar V.(2020), Instagram as a new platform for political participation among Indian Youth: An Opinion study of university students, BHU Management Review, Vol 8, Issue 1&2,2020, 24-33  
<https://internet.bhu.ac.in/fms/BHUMgmReview/BHUMReview-Vol.8-24-33.pdf> (UGC Care Listed)
- Bhatt I. K., Kumar V., Impact of Coronavirus (covid-19) on Entrepreneurship: A critical Insight, HANS SHODH SUDHA, Vol. 1, Issue 4, (2021), pp. 5- 16, [https://www.hansshodhsudha.com/fourth issue/April-June%20article%201.pdf](https://www.hansshodhsudha.com/fourth%20issue/April-June%20article%201.pdf) (peer reviewed)
- Bhatt I. K., Kumar V., Impact of Coronavirus (covid-19) on Entrepreneurship: A critical Insight, HANS SHODH SUDHA, Vol. 1, Issue 4, (2021), pp. 5-16, <https://www.hansshodhsudha.com/fourth-issue/April-June%20article%201.pdf>
- Digital Transformation in Tourism Sector: Trends and Future Perspectives from a Bibliometric-Content Analysis. Accepted in journal of hospitality and tourism insights (SCOPUS/WOS/ABDC/Citscore-4.5) Emerald publication
- Family Businesses in the Tourism Industry: A Bibliometric Analysis Research Agenda".

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

- Presented paper on “Impact of Metaverse on the Tourism and Hospitality Sector: An Overview” on 16<sup>th</sup> March 2023 at International Seminar on Experiential Tourism: The way forward” organised by Department of Tourism and Hotel Management, Govt. Arts and Science College Kondotty, Vilayil.
- Presented paper on “Examine the relationship between observed Smart Tourism Technology experience, travel experience and future revisit intention”’s on 3<sup>rd</sup> May 2023 at 2nd International Conference on technology, innovation and sustainability in business management (ICTIs 2023) organised by Middlesex University, Dubai.
- Presented paper on “Mapping Research On Impact Of Tourism & Hospitality Education In Entrepreneurship Program: A Bibliometric Analysis From Scopus Database” at the Two Day Virtual International Conference on “Recent Advances In Sustainable Practices, Social Innovations And Entrepreneurship” held on 17th & 18th February, 2022.

### **Research Projects (Major Grants/Research Collaboration)**

NA

### **Awards and Distinctions**

NA

### **Association with Professional Bodies**

NA

### **Other Activities**

- Completed One month Online Induction Training/orientation programme for Faculty In Universities/ Colleges/institutions Of Higher Education, organized by Guru Angad Dev Teaching Learning Centre at Khalsa College from 25th February 2023 to 27th March 2023 with A+ grade.
- Completed two weeks online Refresher Course, Managing Online Classes and co-creating MOOCs 27.0, June 6, 2023- 20 June 2023, organized by Teaching Learning Centre, Ramanujan College, University of Delhi.
- Completed online FDP on Waste Management During Pandemic and Its Impact on Circular Economy from 22<sup>nd</sup> November 2021 to 26<sup>th</sup> November 2021 organised by Mahatma Hansraj Faculty Development Centre, A Centre of MoE, Govt. of India Under Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT).
- Completed 1 Week online FDP on “Global Economy, Finance, Industry and Business: Emerging trends and challenges” from 24<sup>th</sup> February 2021 to 3 March 2021 organised by Shyama Prasad Mukherjee College for Women under the aegis of Ministry of Human Resource Development.
- Completed 1 week PDP on “ Strategies of effective classroom teaching” on 26<sup>th</sup> July 2021 to 1<sup>st</sup> August 2021 organised by Patrician College of Arts and Science, Chennai.
- Attended special lecture on "Managing References and Citations With Mendeley" on 17th June 2023 at 2:00 PM on Google Meet organised by Department of Commerce.
- Creative editor 7<sup>th</sup> Issue Combuzz 2021, Annual Newsletter, Department of Commerce.