



## Faculty Details Proforma For College Web-site



<b>Title</b>	Dr.	<b>First Name</b>	Manisha	<b>Last Name</b>	Jaiswal	<b>Photograph</b>
<b>Designation</b>	Associate Professor					
<b>Address</b>	Daulat Ram College, University of Delhi, Delhi-					
<b>Phone No. Office</b>	011- 27667863					
<b>Residence</b>	Teachers Flat, Daulat Ram College					
<b>Mobile No.</b>	9013628868					
<b>Email - ID</b>	manishajaiswal@dr.du.ac.in					
<b>Web Page</b>						
<b>Educational Qualification</b>						
<b>Degree</b>	<b>Institution</b>				<b>Year</b>	
Ph.D.	University of Lucknow				2007	
UGC NET	University Grant Commission				2000	
M.Com	University of Lucknow				2000	
B.Com	University of Lucknow				1998	
<b>Career Profile</b>						
Associate Professor, in service since 2006 with 17 years' experience						
<b>Administrative Assignments</b>						
<ol style="list-style-type: none"> <li>1. Worked as a member of Quiz Committee 2017-18.</li> <li>2. Worked as Convener of Paper Setting Board DSE, DU (Examiner Code-18MBTCP11A) 2017-18.</li> <li>3. Worked as Convener of Students Advisory Board 2018-19.</li> <li>4. Worked as a member of Moderation Committee for Internal Assessment 2018-19.</li> <li>5. Worked as Observer for appointment of Assistant Professor (Ad hoc) Zoology Department</li> <li>6. Worked as member of Students Amenities Committee 2019-20.</li> <li>7. Worked as a member of Paper Setting Board DSE, DU 2019-20.</li> <li>8. Worked as Member of Students Amenities Committee 2020-21.</li> <li>9. Worked as Member of Screening Committee (Commerce) 2020-21.</li> <li>10. Worked as a Member of Paper Setting Board (OBE) DSE, DU 2020-21</li> <li>11. Worked as Convener for B.com Prog admission 2021-22.</li> <li>12. Worked as a Member of Paper Setting Board DSE, DU 2021-22.</li> <li>13. Worked as member of Screening Committee (Commerce)2021-22.</li> <li>14. Worked as Convener for B.com Prog Admission 2022-23.</li> <li>15. Worked as Association In charge for B.com (Hons) 2022-23.</li> <li>16. Worked as a Member of IQAC 2022-23</li> <li>17. Worked as a Member of Discipline Committee 2022-23.</li> <li>18. Worked as Member of Paper Setting Board DSE, DU (Examiner Code-22DCBCP9B) May 2022</li> <li>19. Worked as Member of Paper Setting Board DSE, DU Dec (Examiner Code-22DCBCH22B) Dec 2022.</li> <li>20. Worked as Convener of Paper Setting Board DSE, DU (Examiner Code-23MCBCH27A) May 2023.</li> <li>21. Currently Working as a Member of IQAC 2023-24.</li> </ol>						
<b>Areas of Interest / Specialization</b>						
International Business, Human Resource Management						

<b>Subjects Taught</b>
Project Management and Techniques, International Business, Goods & Service Tax, Management Principles and Applications, Organisation Behaviour, Human Resource Management, Business Organization and Management, Income Tax: Laws and Practice.
<b>Research Guidance</b>
NA
<b>Publications Profile</b>
<ol style="list-style-type: none"> <li>1. "Sustainable Water Management Issues and Challenges in India" published in International Journal of Emerging Technologies and Innovative Research Vol.4, Issue 11, page no.1150-1154, Nov-2017. UGC approved journal no 63975.</li> <li>2. "Electronic Waste in India: A Silently Growing Threat to Human Health and Environment" published in International Journal of Emerging Technologies and Innovative Research Vol.5, Issue 4, page no.428 -431, April-2018. UGC approved journal no 63975.</li> <li>3. "Personalized Advertising: The Future of Ecommerce Business" published in International Journal for Innovative Research in Multidisciplinary Field Volume - 2, Issue - 2, Feb – 2018 UGC approved journal no 47793.</li> <li>4. "A Study of Income, Consumption and Wealth Inequalities among different Caste groups in India", International Journal of Emerging Technologies and Innovative Research (www.jetir.org), ISSN:2349 -5162, Vol.6, Issue 5, page no.1699-1703, May-2019, <a href="http://doi.one/10.1729/Journal.24549">http://doi.one/10.1729/Journal.24549</a>. Available: <a href="http://www.jetir.org/papers/JETIR1905T45.pdf">http://www.jetir.org/papers/JETIR1905T45.pdf</a></li> <li>5. "Analyzing the role of social media as a platform of Ecommerce" published in Webology (ISSN: 1735 - 188X) Volume 18, Number 1, 2021. Pages: 669-676</li> <li>6. "A Study on Women Empowerment of Self-Help Group with Reference to Indian Context" published in Webology (ISSN: 1735-188X) Volume 19, Number 1, 2022.</li> <li>7. "A Descriptive Study on Factors Influencing Investment Decision Towards Mutual Funds published in World Journal of Management and Economics ISSN: 1819-8643 E-ISSN: 1998-1392 (online) Indexing: ABDC JOURNAL/</li> <li>8. "A research Study on Impact of Covid-19 on Investors Perception" Volume 6, No. 2, 718–725 Year 2022 'Journal of Positive School Psychology' ISSN: 2717-7564.</li> <li>9. "An empirical study on consumer attitude towards mutual fund in India" accepted for publication in Korea Review of international studies. ISSN - 1226-4741 ABDC JOURNAL.</li> <li>10. "A Study on the impact of Service Quality, Customer Satisfaction and Customer Loyalty in Online Travel Agencies" published in World Journal of Management and Economics. ISSN: 1819-8643 E-ISSN: 1998- 1392 (online) Indexing: ABDC JOURNAL.</li> <li>11. Impact of Enterprise Risk Management on Enhancing Competitive Advantage among Business Organisations by Moderating Role of Information Technology published in Korea Review of International studies. ISSN - 1226-4741 ABDC JOURNAL Volume 15 Issue 34 May 2022, page no 82-90.</li> <li>12. "Implementation of innovative strategies on entrepreneurship business as a driver for economic development among emerging economies" published in Korea Review of International studies. ISSN - 1226-4741 ABDC JOURNAL Volume 15 Issue 34 May 2022.</li> <li>13. Making Sense of Mediating Analysis of Employee Awareness and Training in Relationship Between E-HRM Practices and Organizational-Employee Performance Using Sem Analysis published in The Seybold Report Scopus indexed DOI 10.5281/zenodo.6948709 <a href="https://zenodo.org/record/6948709#.ZFyz4nZBzIU">https://zenodo.org/record/6948709#.ZFyz4nZBzIU</a>.</li> <li>14. The Influence of Social Media Platform on Purchase Intention and Consumer Decision-making: Post Covid- 19 published in Recent Advancements in commerce and management, Innovation and Entrepreneurship, Science and Technology, pharmacy &amp; health, Humanities and social science, education, language and literature, and Environment and sustainability DOI- 10.5281/zenodo.7109510 ISBN:978-93-94819-06-1 Pub. Date: 30 Aug. 2022.</li> </ol>

15. Consumer Awareness on Green Products and Services: Descriptive Research Study published in MANAGER – The British Journal of Administrative Management ISSN: 1746 – 1278 Vol:58; Issue 153 available at <https://tbjam.org/>
16. The Stress Resilience Factors as Mediators in Relationship Between Human Resource Management Practices and Employee Performance- Organizational Productivity Published in World Journal of Management and Economics. Volume 16 Issue 01 April 2023|ISSN: 1819-8643 E-ISSN: 1998-1392 (online) ABDC JOURNAL.

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

1. Participated and presented a paper in a 2-day National Conference on “Income Inequality, Protectionism and International Trade in Digital Age: with reference to India” organized by Daulat Ram College on 20-21st January 2020.
2. Participated and presented a paper on “Impact of Covid on Textiles and Apparel industry of India in two days Interdisciplinary International e-Conference on the topic “Impact of COVID-19 on Various Areas of Global Economy, Science & Humanities” collaboratively organized by Gondwana University, Maharashtra on 24 and 25 June, 2020.
3. Participated and presented a paper on the topic “Exploring International Business in the Digital Age” in two days international e-Conference on Changing Landscapes in Business, Finance and Economy: A Global Perspective organised by SK Birsha University West Bengal on 28-29 November 2020.

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

NA

#### **Awards and Distinctions**

NA

#### **Association with Professional Bodies**

NA

#### **Other Activities**

##### **Participations in FDP/Workshops/Refresher Course**

1. Participated and Completed One-week Online Workshop on “MOOCS, E CONTENT Development and OERS (OPEN EDUCATIONAL RESOURCES) from 11-05-2020 to 16-05-2020 organized by UGC- Human Resource Development Centre, Devi Ahilya Vishwavidyalaya (DAVV), formerly University of Indore, MP.
2. Participated and Completed One Week Online Short-Term Course on E-Content Development” during 28/05/2020 to 03/06/2020 organized by UGC – Human Resource Development Centre, GUJARAT UNIVERSITY, Ahmedabad.
3. Participated and completed Ten days Faculty Development Programme on the topic “The Scenario of Commerce, Management and Economics Education after Covid-19” (29 June to 8 July 2020). Jointly organized by Faculty Development Centre, UGCHRDC, Savitribai Phule Pune University, Pune and KRT Arts, BH Commerce and AM Science (KTHM) College, Nashik, Maharashtra.
4. Participated in a 3-day E-Faculty Development Programme on "Empowering Teaching-Learning Process using Google Classroom & Other ICT Tools: A Comprehensive Practical Approach" organized by the Department of Commerce of Daulat Ram College.
5. Participated in the webinar on “Ecommerce Application Development “organised by Rathinam College of Arts and Science Eachanari, Coimbatore held on July 16, 2020.
6. Participated and Completed Two Week Online Faculty Development Programme on “RESEARCH METHODOLOGY organized by Teaching Learning Centre, Ramanujan College University of Delhi under the aegis of Pandit Madan Mohan Malviya National Mission on Teachers and Training Scheme of MHRD, Govt. of India held from 1st -15th October 2020.
7. Participated and Completed Two Weeks Online Faculty Development Programme on “RESEARCH METHODOLOGY: A JOURNEY FROM BIVARIATE TECHNIQUES TO MULTIVARIATE TECHNIQUES” organized by Teaching Learning Centre, Ramanujan College University of Delhi under the aegis of Pandit Madan Mohan Malviya National Mission on Teachers and Training Scheme of MHRD, Govt. of India held from 10th-23rd December, 2020, University of Delhi.
8. Participated and Completed Two Weeks online Refresher Course in “COMMERCE AND MANAGEMENT” organized by Teaching Learning Centre, Ramanujan College University of Delhi under the aegis of Pandit Madan Mohan Malviya National Mission on Teachers and Training Scheme of MHRD, Govt. of India held from 25th-8th July, 2021 University of Delhi.

- 9.** Participated in the National Webinar on “Impact of Covid-19 On Travel and Tourism Business” by DR. Hemant Shastry held on 4th June 2020 organized by Department of Commerce, RBVRR Women’s College.
- 10.** Participated in “Webinar on Encouraging Learners Engaging in Remote Learning” organised by Department of Computer Science Software Development Cell Parvathy’s Arts and Science College on 13th June 2020.
- 11.** Participated in the International webinar ‘How to overcome Mental Stress in Todays Life ‘organised by department of Biotechnology, Dhanlakxmi Srinivasan Institute of Research and Technology Tamil Nadu on June 15 2020.
- 12.** Participated in the International webinar 'Psychology of Crisis and Resilience to change' organised by the Department of Psychology and Department of Business Administration St.Annes Degree College For Women, Halasuru on 16 -17th June 2020.
- 13.** Participated in National Webinar on “Success in Life- You Can Design your life” organised by Women Development Cell, Rajapalyam Rajus’ College, Rajapalayam on 18th June, 2020.
- 14.** Participated in the webinar on Understanding and Mentoring Young People organised by IQAC, Jesus and Mary College, University of Delhi, India on June 23rd, 2020.
- 15.** Participated in webinar on topic “How to Combat Anxiety Depression and Fear Amid Covid-19 Pandemic” organized by ARSD College, Dhaula kuan, New Delhi held on 23rd June, 2020.
- 16.** Participated in National Webinar on "COVID pandemic and marginalized sections of Society" organised by University of Rajasthan on June 24, 2020