

## **Commerce Faculty Achievements (2017-23)**

**Dr. [Reema Dehal](#)**

**Associate Professor, Department of Commerce**

### **Achievements :**

- Awarded PhD. in January 2021, Maharishi Dayanand University, Topic: “Antecedents and Consequences of Relationship Quality: A Study of Hotel Industry in the National Capital Region of India”
- One week (Online) Faculty Development Programme on “E-content Generation and Managing Online Teaching” from 11th to 17th December 2020, Organised by Sri Aurobindo College (E), University of Delhi in collaboration with Mahatma Hansraj Faculty Development Centre Hansraj College, a Centre of Ministry of Education, Govt. of India, under PMMMNTT
- One week (Online) Faculty Development Programme on “Hypothesis Testing and Techniques for Data Analysis”, 5th to 12th March 2021, organized by Shivaji College, University of Delhi (Knowledge Partner: Department of Commerce, DSE, University of Delhi) in collaboration with Mahatma Hansraj Faculty Development Centre Hansraj College, a Centre of Ministry of Education, Govt. of India, under PMMMNTT
- Received Certificate of Appreciation from examination branch for the timely evaluation of answer scripts of UPC 22411501 Principles of Marketing, Open Book Examination (OBE) held in Nov-Dec, 2021.
- Paper Published: Reema Dehal nee Popli and Archana Bhatia, “Relationship Marketing: A Conceptual Framework”, Indian Journal of Commerce and Management Studies, Volume VIII, special issue, , ERM publication. September 2017 ISSN-2249- 0310 UGC approved number 20739
- Paper published: Reema Dehal nee Popli and Archana Bhatia, ‘Relationship Marketing Concept and Definitions: A Review’, Researchers World, Journal of Arts, Science and Commerce, volume VIII, Issue 4(1) October 2017 ISSN: 2231- 4172
- Paper Published: Reema Dehal and Archana Bhatia, “Understanding Relationship Quality: A Study of Hotel Industry”, Journal of Management Research and Analysis

(JMRA), Volume 6, Issue 2, pages 166-185. February 2019 Available online  
<http://jmraonline.com> 2394-2770

## **Dr. Shivani Bansal**

**Assistant Professor, Department of Commerce**

**Served as Resource Person/Coordinator/member of Organising Committee for the following event:**

- *Organising Committee Member, UGC Sponsored National Seminar: The Changing Indian Business Environment- Challenges and Opportunities(March 2020)*
- *Moderator, Webinar on Job Interviews, “Preparing for Job Interviews in the times of Covid-19”, 18th May, 2020, Shyama Prasad Mukherji College, DU*
- *Organising Committee Member, Inter- College Branding Quiz*
- *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)(16<sup>th</sup> March, 2017).*
- *Conference Executive : 6<sup>th</sup> Annual International Commerce Conference, 11<sup>th</sup> -12<sup>th</sup> January,2018.*
- *Assistant Co-ordinator , “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)(16<sup>th</sup> March, 2017).*
- *Coordinator, ILLL, Pre- Net Winter School, Dec 2016- Jan 2017: Worked for providing training to less privileged students*
- *Resource Person for Summer School, M.Com Preparations (2018)*
- *Served as Assistant Resource Person for teaching Research Methodology, IBM-SPSS software to teaching faculty of Delhi University, Delhi, 2018, 2017*

(Shaheed Sukhdev College, Gitaratan Jindal Business School, TERI, Dept. of Financial Studies)

**Presented the following papers/posters:**

- Garg, Shivani (2020), Consumer's Inclination to Greener Issues, National Seminar: *The Changing Indian Business Environment- Challenges and Opportunities* at Shyama Prasad Mukherji College, University of Delhi

**Other Achievements :**

- Awardee for Doctorate of Philosophy for "Role of Marketing Cues in Affecting Consumer Search and Evaluation Behaviour"
- Contributed in overhauling and streamlining of the Ph.D. coursework undertaken by the then Head, Department of Commerce, University of Delhi.
- Conceptualised the conduct and content of Monthly Meetings cum lecture series for Doctorate Candidates.
- Completed One month Online Induction Training/orientation programme for Faculty In Universities/ Colleges/institutions Of Higher Education, organized by Teaching Learning Centre, Ramanujan College, University of Delhi (23 May 2023- 21 June 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.

**Dr. Minakshi Paliwal:**

**Assistant Professor, Department of Commerce**

**Served as Resource Person/Coordinator/member of Organising Committee for the following event:**

- Organized (Course Coordinator & Resource Person) 7 days in house SDP on "Research Methodology", Department of Commerce, Daulat Ram College, 2018-19 [May 27-03 June, 2019].

- Organising team member in the National Webinar Series on “*Basics of Income Tax and E-filing of ITR for Salaried Individuals for FY 2020-21*” Daulat Ram College, University of Delhi; September 1, 2021.
- Organising team member in the National Webinar Series -1, Webinar-I on “*Mentoring Teachers for Effective online Teaching*” Daulat Ram College, University of Delhi; July 04, 2020.
- Organising team member in the E-FDP on “*Empowering Teaching -learning Process using Google Classroom and Other ICT Tools: A Comprehensive Practical Approach*”, Daulat Ram College, University of Delhi, July 21, 2020.
- Organising team member in the National Webinar Series -1 , Webinar -II on “*Sahaja Yoga Meditation: Discover Inner Peace and Positivity*” University of Delhi, July 11, 2020.

• **Presented the following papers/posters:**

- Paper presented in National Conference on Resurgent India: Emerging Business Strategies for Growth and Performance on 11<sup>th</sup> March, 2022, organized by School of Management Studies, Punjabi University, Patiala (Title of paper: *Exploring the Linkage between Mobile Phone Technology and Financial Inclusion among India’s Rural Poor Households*)
- Paper presented in National Conference on 11<sup>th</sup>-12<sup>th</sup> March 2022, organized by Department of Commerce, Shri Ram College of Commerce, University of Delhi (title of paper: *Financial Inclusion in India via Mobile Phone Technology: Opportunities and Challenges*)

• **Published/Co-published the following papers (APA format for Journal Article):**

- Elucidating the linkage between advertisements embedded with emotional appeals and the brand relationship quality during the COVID pandemic (2023). *Journal of Marketing Communication*. DOI: 10.1080/13527266.2023.2220338.[ABDC-B, Scopus, WoS, IF. 4.99]
- Informal workers in India as an economic shock absorber in the era of COVID-19: A study on policies and practices (2023). *Human System*

*Management*. DOI: <http://10.3233/HSM-220155>. [Scopus, ESCI; ABDC, IF: 2.14]

- Adoptions of ICTs as an emergent business strategy during and following COVID-19 crisis: evidence from Indian MSMEs (2022), *Benchmarking: An International Journal*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/BIJ-11-2021-0685> [ABDC-B, WoS, Scopus, CABS, IF 8.5}
- A citizen-centric approach to understand the effectiveness of e-government web portals: Empirical evidence from India (2022), *Information Polity*, 27 (4): 539-555, DOI: <https://dl.acm.org/doi/abs/10.3233/IP-220001> [Scopus; ESCI; IF: 1.63]
- Assessing the role of creativity and motivation to measure entrepreneurial education and entrepreneurial intention (2022), *International Journal of Educational Management*, Vol. 36 No. 5, pp. 854-874. <https://doi.org/10.1108/IJEM-05-2021-0178> [ABDC-B; Scopus, WoS, IF 1.84, CABS]
- The Dark Side of Overuse of Internet: A study of Indian college students (2022). *Asia Pacific Journal of Health Management*, 17(1). <https://doi.org/10.24083/apjhm.v17i1.757> [Scopus, ABDC-C. ESCI]
- Fear of COVID-19 Outbreak, Stress and Anxiety among working employees: A Multi-Service Sector Study. *International Journal of Industrial and System Engineering* . DOI: 10.1504/IJISE.2022.10046612 [ABDC, Scopus, WoS]
- Impact of Social Media Marketing on Consumer Consciousness and Purchase of Durable Products. *International Journal of Business Information System*, Accepted [Scopus; ABDC, UGC listed]
- Exploring the problem of Internet Addiction: A Review and Analysis of Existing Literature, March 2020, *Journal of Wellbeing Management and Applied Psychology* 3(1):11-20; DOI: 10.13106/jwmap.2020.Vol3.no1.11. [ISSN: 2586-6063]
- “Unleashing the Growth Potential of Indian MSMEs Sector”, *Comparative Economic Research-Central and Eastern Europe* (University of Lodz, Poland). 20 (2): 35-52. {ISSN: 1508-2008; E-ISSN: 2082-6737}. [Scopus], 2017

**Research Project undertaken, if any:**

- Prospective of Mobile Phone Technology in Accelerating Financial Inclusion: Evidence from a Survey of India's Poor Households, Funded by IoE, University of Delhi [Completed and Submitted]
- Probing the Linkage between Social Media Usage and Academic Performance of the Students in Higher Education: Evidence from Survey of North India, Funded by IoE, University of Delhi [Ongoing]

**Other Achievements :**

- Participated in Faculty Induction Programme (FIP) organized by Guru Angad Dev, Teaching Learning Centre, A centre of Ministry of Education (PMMMNMTT), 25<sup>th</sup> February 2023 to 27<sup>th</sup> March 2023.
- Participated in national FDP on “Statistics with ‘R’, Financial database and Analysis Software”, organized by Guru Angad Dev, Teaching Learning Centre, A centre of Ministry of Education (PMMMNMTT), 04-11<sup>th</sup> November 2022.
- Participated in FDP on Personal Finance and Tax Planning, organized by Guru Angad Dev, Teaching Learning Centre, A centre of Ministry of Education (PMMMNMTT), 16<sup>th</sup> November 2021 to 24<sup>th</sup> November 2021.
- Participated in FDP on Intellectual Property rights, organized by Mahatma Hansraj Faculty Development Centre (PMMMNMTT), 10<sup>th</sup> February 2021 to 17<sup>th</sup> February 2021.
- Participated in FDP on “Academic Writing”, organized by Teaching Learning Centre, Ramanujan College, University of Delhi (PMMMNMTT), 12-18 March 2021.
- FDP on “Safety and Hygiene in Online (Cyber) World, organized by Teaching Learning Centre, Ramanujan College, University of Delhi (PMMMNMTT), 01-08 March 2021.

**Dr. [Geeta Chauhan](#)**

**Assistant Professor, Department of Commerce**

## **Achievements :**

- Attended 1 month online Faculty Induction Program (FIP-05: 25 Feb. – 27 March, 2023) organized by Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi.
- Attended 2-Week online Interdisciplinary Refresher Course “Managing Online Classes & Co-creating MOOCS 27.0” sponsored by Teaching Learning Centre, Ramanujan College, University of Delhi (June 6<sup>th</sup>, 2023 – June 20<sup>th</sup>, 2023).

## **Dr Renu Yadav**

**Assistant Professor, Department of Commerce**

**Served as Resource Person/Coordinator/member of Organising Committee for the following event:**

- Member of the organizing committee Annual Day, 2022, Daulat Ram College.
- Member of the organizing committee Annual Day, 2023, Daulat Ram College.
- Member of the organizing committee Foundation Stone Laying Ceremony of Centenary Block, Daulat Ram College Held in August 2022.

**Presented the following papers/posters:**

- Khandai, S., Kataria, S., Kohli, H., Methew, J. & Yadav, R (2023). Will Brand Evangelists Pave the Path For the Sustainable Consumption? Presented at the International Conference on Sustainable Business Management (SBM 2023) jointly organized by Department of Management Studies, IIT Roorkee and Arizona State University, USA from 23<sup>rd</sup> March to 25<sup>th</sup> March, 2023 at DoMS IIT Roorkee.
- Kohli, Harpuneet; Khandai, Sujata; Yadav, Renu & Kataria, Sonia. (2020). Smartphone Operating System Preference Based on Different Personality & Lifestyle Traits of The Consumer. presented at 4<sup>th</sup> International conference (ICACCF, 2020) on “ADVANCEMENTS IN COMMERCE, MANAGEMENT AND ENTREPRENEURSHIP: PARADIGM SHIFT IN INDUSTRY 4.0” in Amity University, Noida from January 23-24, 2019.
- Yadav, Renu; Khandai, Sujata, (2019), “Impact of Social Factors on Clothing Purchase Behaviour Patterns: A Special Focus on Working Women Consumers”,

presented at 3<sup>rd</sup> International conference (ICACCF, 2019) on Rethinking Innovation: Role Of Management And Technology In Modern Business Practices in Amity University, Noida from March 14-15, 2019.

- Yadav, Renu; Khandai, Sujata; Singh, S.P., (2018), “The Attribute Imperative on Buying Behaviour of Women: A cross-generational Study”, presented at 2<sup>nd</sup> International conference on Emerging Trends in Research and Entrepreneurship, Accounting Business & Management (ICACCF, 2018) in Amity University, Noida from March 22-23, 2018.
- Yadav, Renu; Khandai, Sujata; Das, Seshanwita, (2017), “A Cross-regional Analysis of Millennial Women Buying Behavior for Fashion Apparel” presented at ICSSR sponsored National Seminar on Contemporary Strategies for Sustainable Development: Marketing and HR in Department of Management Studies, Deen Dayal Upadhaya College, University of Delhi on November 10, 2017.
- Yadav, Renu; Khandai, Sujata; Das, Seshanwita, (2017), “Buying Behaviour of Millennial Women: A cross-regional Analysis”, presented at International conference on Impact of emerging Trends in Entrepreneurship: Focus on Digital India, Startup India Stand up India Initiative (ICACCF, 2017) in Amity University, Noida from March 7-8, 2017.
- Yadav, Renu (2015), “Consumer Behaviour & its Model”, presented at 2<sup>nd</sup> International Conference on Science, Technology and Management, University of Delhi in September, 2015.

**Published/Co-published the following papers (APA format for Journal Article):**

- Khandai, S., Mathew, J., Yadav, R., Kataria, S. and Kohli, H. (2022), "Ensuring brand loyalty for firms practising sustainable marketing: a roadmap", *Society and Business Review*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/SBR-10-2021-0189>. (SCOPUS Indexed, ABDC- B category)
- Kataria, S., Saini, V. K., Sharma, A. K., Yadav, R., & Kohli, H. (2021). An integrative approach to the nexus of brand loyalty and corporate social responsibility. *International Review on Public and Nonprofit Marketing*, 1-25. (SCOPUS Indexed, ABDC- B category).
- Kohli, H. S., Khandai, S., Yadav, R., & Kataria, S. (2021). Brand Love and Brand Hate: Integrating Emotions into Brand-Related Experiences and Loyalty. *Journal*



of International Commerce, Economics and Policy, 12(02), 2150007. (SCOPUS Indexed).

- Gupta S, Gupta P, Yadav R (2021) Understanding the impact of social media on consumer's attitude and decision-making process. *International Journal of Marketing & Business Communication*, 10(1):48–59.
- Gupta, S., and Yadav, R. (2021). Attributes of Buying Behavior for Fashion Apparel: An Exploratory Study. *PIMT Journal of Research*, 13(3), 77-82.
- Gupta, S., and Yadav, R. (2021). Impact of Social Factors on Clothing Purchase Behaviour Patterns: A Study on Working Women Consumers. *International Journal of Customer Relations*.9(1&2), 39-51.
- Gupta, S; Gupta, P and Yadav, R. (2020). Role of Brand Hate on the Relationship of Consumer Personality Traits and Brand Loyalty. *International Journal of Customer Relations*. 8(2), 27-34.
- Kohli, Harpuneet; Khandai, Sujata & Yadav, Renu. (2020). Personality: A Matter of Multiple Theories. *International Journal of Scientific & Technology Research*, 9(3), 5494-99. (SCOPUS Indexed).
- Yadav, R., Khandai, S., & Singh, S.P. (2019). Examination of the Moderation Effect of Generations on Buying Behavior of Women: A Special Focus on Fashion Apparel. *Indian Journal of Economics and Business*, 18(1), 147-166. (SCOPUS INDEXED).
- Nanda, S., & Yadav, R. (2019). Limited Liability Partnership Act, 2008: Breaking The Stereotypes. *International Journal of Advance and Innovative Research*, Volume 6, Issue 2 (XXXVIII): April - June, 2019.
- Yadav, R., Khandai, S., & Das, S. (2017). Buying Behaviour of Millennial Women: A Cross-Regional Analysis. *International Journal of Applied Business and Economic Research*, 15, 117-132.
- Yadav, R. (2015). Consumer Behaviour and Its Model. *International Journal of Science, Technology & Management (ISSN 2394-1537)*, 04.

#### **Other Achievements :**

- Participation in One-Month Online National Faculty Induction Programme/Orientation Course jointly organized by Daulat Ram College, University of Delhi and Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College,

University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) of Ministry of Education from 25th February to 27th March, 2023.

- Participated in Online Two weeks Interdisciplinary Refresher course on “Research Methodology and Data Analysis from 21<sup>st</sup> Feb to 5<sup>th</sup> March 2022, Teaching Learning Centre, Ramanujan College, University of Delhi, Under the aegis of MINISTRY OF EDUCATION, PANDIT MADAN MOHAN MALAVIYA NATIONAL MISSION ON TEACHERS AND TEACHING AND Indian Accounting Association, NCR Chapter
- Online Two weeks Interdisciplinary Refresher course on “Advanced Research Methodology from 22<sup>nd</sup> March to 5<sup>th</sup> April, 2022, Teaching Learning Centre, Ramanujan College, University of Delhi, Under the aegis of MINISTRY OF EDUCATION, PANDIT MADAN MOHAN MALAVIYA NATIONAL MISSION ON TEACHERS AND TEACHING AND Indian Accounting Association, NCR Chapter
- Participated in E-Quiz on Research Methodology on 2<sup>nd</sup> May, 2020 and scored 72% marks organized by Rai University, Ahmedabad.
- Participated in two day workshop on Qualitative Research in Social Sciences on February 10-11, 2020 organized by Amity College Of Commerce and Finance, Amity University.
- Participated in one week workshop on Structural Equation Modelling: Mediation and Moderation Analysis on January 14-18, 2019 organized by Amity College Of Commerce and Finance, Amity University.
- Participated in workshop on Research Methodology and Data Analysis on 22-23 October, 2018 organized by Amity College Of Commerce and Finance, Amity University.
- Participated in workshop on Advanced SEM using AMOS on February 11<sup>th</sup>, 2018 by Rukmini Devi Institute of Advanced Studies, Delhi.
- Participated in one week FDP on Advance Data Analysis Using SPSS and SEM using AMOS from 16<sup>th</sup> to 21<sup>st</sup> November, 2017 organized by Bharti Vidyapeeth Deemed University, Institute of Management & Research, New Delhi.
- Participated in workshop on Data Analysis using SPSS on October 22<sup>nd</sup>, 2017 by Rukmini Devi Institute of Advanced Studies, Delhi.

- Participated in three days' workshop on Qualitative Research in Social Sciences & Case Writing from 25<sup>th</sup> to 27<sup>th</sup> September, 2017 by Amity College of Commerce and Finance, Amity University.
- Participated in one week workshop on Research Methodology and Data Analysis using SPSS and AMOS by Department of Management, School of Management & Business Studies, Jamia Hamdard, New Delhi from 14<sup>th</sup> to 19<sup>th</sup> March, 2017.
- Participated in the FDP on Basis of Research Writing organized by Amity College of Commerce and Finance, Amity University on 1<sup>st</sup> September, 2016.
- Participated in the workshop on Plagiarism and Reference Management organized by Amity Business School on 23<sup>rd</sup> Feb, 2016.

## **Dr.Anjali Bennet**

**Assistant Professor, Department of Commerce**

### **Achievements :**

- Teacher Learning Center, Ramanujan College, University of Delhi- Faculty Induction Programme from 23<sup>rd</sup> April 2023 to 22<sup>nd</sup> May 2023.
- Teacher Learning Center, Ramanujan College, University of Delhi – Academic Research Writing .
- Teacher Learning Center, Ramanujan College, University of Delhi – 4 weeks Induction/Orientation Programme faculty in Universities/ Colleges/Institutes of Higher Education from 20 December, 2021 -19 January , 2022.
- Teacher Learning Center, Ramanujan College, University of Delhi, Two weeks interdisciplinary National refreshers course , “ New Paradigms in Commerce and Management” from 15<sup>th</sup> Sept’ to 28<sup>th</sup> Sept’ 2021.
- Teacher Learning Center, Ramanujan College, University of Delhi, “FEMINIST TEACHING & RESEARCH IN HIGHER EDUCATION: THEORY AND PRACTICE” from 23 July – 06 August, 2021
- Teacher Learning Center, Ramanujan College, University of Delhi, “FEMINIST TEACHING & RESEARCH IN HIGHER EDUCATION: THEORY AND PRACTICE” from 23 July – 06 August, 2021

- Two-Day Faculty Development Programme (FDP) on Theory Building & Data Analysis in Research organized by A2Z EduLearningHub on 29th & 30th May 2021.
- Teacher Learning Center, Ramanujan College, University of Delhi, “Two-Day Faculty Development Programme (FDP) on Theory Building & Data Analysis in Research” organized by A2Z EduLearningHub on 29th & 30th May 2021.
- SWAYAM ARPIT ONLINE COURSE CERTIFICATION This Certificate is awarded to DR. ANJALI BENNET for successfully completing the ARPIT Course for Career Advancement Scheme (CAS) promotion Refresher Course In Commerce with a "C" Grade in the proctored examination held on 16.02.2020 Shri Ram College of Commerce, University of Delhi.

## **Ms. Deepika Jindal**

**Assistant Professor, Department of Commerce**

**Served as Resource Person/Coordinator/member of Organising Committee for the following event:**

- Course Co-Coordinator in E-Workshop- 2 on “Be a Glam Diva Internally & Externally”, conducted by Dr. Bharti Taneja from 22nd-27th March 2021
- Course Co-Coordinator in E-Workshop- 1 on “Career Development Workshop Under New Normal : A Business Value Development”, conducted by Mr. Rajendra Deshpande from 22nd-27th March 2021
- Member of Organising Committee of International Webinar on “Courtesans and the Indian Imagination” on 30th March 2021
- Member of Organising Committee of International Webinar on “When Adversity Strikes- A Woman Shines” on 21st March 2021
- Member of Organising Committee of International Webinar on “Women in Leadership - Feminine Power” on 20th March 2021
- Member of Organising Committee of online Faculty Development Program on “Empowering Teaching- Learning Process using Google Classroom & Other ICT Tools: A Comprehensive Practical Approach" on 1-7 December, 2020

- Member of Organising Committee of National Webinar on “Sahaja Yoga Meditation: Discover Inner Peace and Positivity” on 12th July 2020
- Member of Organising Committee of National Webinar on “Mentoring Teachers for Effective Online Teaching” on 5th July 2020
- Co-Convenor of National Conference on “Income Inequality, Protectionism and International Trade in Digital Age: With reference to India” on 21st January 2020
- Data Analyst in Course coordination team of Add-on Course on “Legal Literacy, Awareness and Aid” from July 2021 till date

**Published/Co-published the following papers (APA format for Journal Article): NA**

**Published/Co-published the following Book:**

- International Business as Co- Author

B. Com (Hons) Course (CBCS), Semester VI, University of Delhi

MKM Publishers Pvt. Ltd., New Delhi, India

ISSN/ ISBN No. 978-93- 87273-13-9

Editions : 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

**Mrs Richa Kaur**

**Assistant Professor, Department of Commerce**

**Served as Resource Person/Coordinator/member of Organising Committee for the following event:**

- Resource Person and Organizing team member in the two-day In-House Skill Development Program on “The new frontier of blended learning in Commerce” 27<sup>th</sup> & 28<sup>th</sup> Nov, 2022

- Resource Person and Organizing team member in the two-day In-House Skill Development Program on “Enhancing Learning through ICT Tools” organized from 24-25 November, 2021.
- Resource Person in the 3 day In-house Skill Development programme on “Enhancing Learning on ICT Tools-II” held from 17th - 19th December, 2020
- Member of Organising Committee for UGC and ICSSR sponsored National Conference on Income Inequality, Protectionism and International Trade in Digital Age: With reference to India on 21<sup>st</sup> January, 2020
- Member of Organising Committee for online Faculty Development Program on “Empowering Teaching-Learning Process using Google Classroom & Other ICT Tools: A Comprehensive Practical Approach” held from 21<sup>st</sup> to 23<sup>rd</sup> July 2020
- Member of Organising Committee for National Webinar on “Mentoring Teachers for Effective Online Teaching” held on 5th July 2020
- Member of organising team for the National Webinar on “Sahaja Yoga Meditation: Discover Inner Peace and Positivity” held on 12th July 2020.

**Published/Co-published the following chapter/book:**

Name of Publications	Title	Authors	ISBN No.	Year
MKM publishers	International Business	Dr. D.D Chaturvedi, Dr. Anand Mittal, Ms Richa kaur and Ms Deepika Jindal	978-93-87273-15-3	2018
MKM publishers	International Trade	Dr. D.D Chaturvedi, Dr. Anand Mittal and Ms Richa kaur	978-93-87273-13-9	2018

**Ms Jyoti Mahlawat**

## **Assistant Professor, Department of Commerce**

### **Achievements :**

- Attended 4-Week Faculty Induction/Orientation Programme for “Faculty in Universities/Colleges/Institutes of Higher Education” from April 23, 2023 – 22 May 22, 2023 sponsored by Teaching Learning Centre, Ramanujan College, University of Delhi.
- Attended Online Two-week Interdisciplinary Refresher Course “Managing Online Classes & Co- creating MOOCS 27.0” from June 6, 2023 - June 20, 2023, sponsored by Teaching Learning Centre, Ramanujan College, University of Delhi.

## **Ritu Rani**

### **Assistant Professor, Department of Commerce**

#### **Served as Resource Person/Coordinator/member of Organising Committee for the following event:**

- Delivered a lecture as a Resource Person on the topic ‘**Advance Add on – Pear Deck, Slides Translation, Saving Slides as GIF or Video Files**’ in the Value-Added Course entitled **G-Suite and Its Applications** conducted by Department of Commerce, Shivaji College, University of Delhi from Sep 11th,2022 – Nov 13th,2022
- Invited as a Resource Person in one-month Online FDP on ‘**Shiksha - Unleashing the latent potential of an Educator in Higher Education Institutions (HEIs)**’ scheduled to be held from the 18th June 2022 to 16th July 2022 by Human Resource Development Center (HRDC), **Sri Sri University, Cuttack, Odisha!** where, I delivered a lecture on the topic "**Nuances of qualitative research**" on 29 June, 2022.
- Organizing Committee Member in **International Conference on Data Analytics in Business and Marketing** by Department of Commerce, Shivaji College, University of Delhi from April 21-22,2022.

#### **Published/Co-published the following papers:**

- Verma, A., Kumar, R. & Rani, R. (2022). Role of Future Marketing – It’s Trends and Challenges, Journal of Positive School Psychology, 6(8), 8165-8168.

### **Other Achievements :**

- Attended workshop on **Qualitative Analysis using NVivo** organized by Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi from 27-28<sup>th</sup> May, 2022.
- Attended One Week (Online) Interdisciplinary Faculty Development Programme on **Basics of Quality Research** organized by Department of Commerce, Sri Venkateswara College, University of Delhi in Collaboration with Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi from 18-24<sup>th</sup> December, 2021.
- Attended One Week (Online) National Faculty Development Programme on **Multivariate Analysis and Structural Equation Modeling** organized by Department of Commerce, Shivaji College, University of Delhi in Collaboration with Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi from 27<sup>th</sup> November-3<sup>rd</sup> December, 2021.
- Webinar Series (Professional) on “**Transforming Teaching-Learning Process using ICT Tools**” organized by PGDAV College, University of Delhi, from 28<sup>th</sup> to 30<sup>th</sup> August, 2020.
- 8<sup>th</sup> Annual International Commerce Conference (AICC) on the theme ‘**Bharat @ 2047 : Role of Commerce & Business**’ organized by Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi from January 11-12, 2023.

### **Isha Kumari Bhatt**

**Assistant Professor, Department of Commerce**

**Served as Resource Person/Coordinator/member of Organising Committee for the following event:**

- Resource person at Skill development Programme on E-Learning Enhancing Learning through ICT Tools from 26<sup>th</sup>-27<sup>th</sup> November 2022 organised by Department of Commerce, Daulat Ram College.



- Resource person at Skill enhancement workshop for non-teaching staff organised on 13<sup>th</sup> July 2021 organised at Daulat Ram College.
- Member of Organising Committee for UGC and ICSSR sponsored National Conference on Income Inequality, Protectionism and International Trade in Digital Age: With reference to India on 21<sup>st</sup> January, 2020
- Member of organising team for the National Webinar on “Sahaja Yoga Meditation: Discover Inner Peace and Positivity” held on 12th July 2020.
- Member of organising committee for the webinar on “Basics of Income Tax & E filing of ITR for Salaried Individuals for FY 2020-21” organised on zoom platform on 1<sup>st</sup> September 2021 by Department of Commerce, Daulat Ram College.
- Member of organising committee for the National Webinar on “Mentoring Teachers for effective Online teaching” organised online on 5<sup>th</sup> July 2020 by Department of Commerce, Daulat Ram College.
- Member of organising committee of Faculty Development Program on “Empowering Teaching Learning through Google Classroom and other ICT tools: A Comprehensive Practical Approach”.

• **Presented the following papers/posters:**

- Presented paper on Impact of Metaverse on the Tourism and Hospitality Sector: An Overview on 16<sup>th</sup> March 2023 in “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 intentions 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” in the Two Day Virtual International Conference on “Recent Advances In Sustainable Practices, Social Innovations And Entrepreneurship” held on 17th & 18th February, 2022.

• **Published/Co-published the following papers (APA format for Journal Article):**

- 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)
- 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".  
Accepted in Journal of Service Research (UGC Care list)

**Published/Co-published the following chapter/book:**

- Kumar, S., Kumar, V., Bhatt, I. K., & Kumar, S.(2023). Mapping Research Trends on Smart Tourism: A Bibliometric Analysis. Digital Transformation of the Hotel Industry: Theories, Practices, and Global Challenges, 87-109.Edited book chapter in Springer Nature (Scopus Indexed)

**Other Achievements :**

- 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.
- Editor Commerce department Newsletter in academic session 2017-2018 , Department of Commerce.
- Convenor Smarketing Cell, Daulat Ram College in academic session 2018-2019.
- Co-Convenor Finance and Investment Cell, Daulat Ram College in academic session 2021-22.
- Admission Core-Committee member in academic session 2022-23.

## **Dr. GIRA SINGH**

### **Assistant Professor, Department of Commerce**

- Awarded PhD. in September 2021, Sunrise University, Alwar, Rajasthan Topic: “E-Commerce- The Roles within Trade and Commerce and it's Impact on Indian Economy”

### **Published/Co-published the following papers (APA format for Journal Article):**

- Kumar Arvind and Singh Gira (2019), "Relevance of E-Commerce in India" in *Research Review International Journal of Multidisciplinary*, ISSN No. 2231-5880, Volume 4, pp. 3089-3095

- Gupta Pramod and Singh Gira (2018), "E-Business Models and it's Applications" in *International Journal of Management and Development Studies*, ISSN No. 2320-0685, Volume 7, pp. 1-5
- Singh Gira (2018), " Brexit-A Comprehensive Study" in *International Research and Reviews*, ISSN No. 2319-3204, Volume 7, pp. 14-17
- Singh Awadhesh and Singh Gira (2012), "E-Commerce Upsurge in India" in *Anukriti*, ISSN No. 2250-1193, Volume 2, pp. 27-31
- Singh Awadhesh and Singh Gira (2011), "Ethics in E-Commerce" in *International Journal for Commerce and Social Science*, ISSN No. 2231-5888, Volume 1, pp. 159-165

#### **Other Achievements :**

- Attended 4-Week Faculty Induction/Orientation Programme for “Faculty in Universities / Colleges/ Institutes of Higher Education” from April 23, 2023 – 22 May 22, 2023 sponsored by Teaching Learning Centre, Ramanujan College, University of Delhi.

### **Surjit Kumar**

#### **Assistant Professor, Department of Commerce**

#### **Presented the following papers/posters:**

- Presented a research paper in National Conference on “**SWARAJ KA AMRIT MAHOTSAV**” under sub title “**BHARAT KI MAHILA SWATANTRATA SAINANYON KI BHUMIKA**” IN Jawahar Lal University on 19<sup>th</sup> June 2022.
- Presented a research paper in the National Conference on “**Innovation and Challenges in Indian Economy**”, on 24<sup>th</sup> April, 2017 at Maharaja Agrasen College University of Delhi.
- Participated in the National Conference on “**Science and Technology in Ancient India (NWSTAI-2017)**” on 17<sup>th-24th</sup> April, 2017 in Zakir HUsain Delhi College University of Delhi.

#### **Published/Co-published the following papers (APA format for Journal Article):**

- Research paper on “Impact of industrial package on industrial and economic development of Himachal Pradesh” International journal of Engineering and Management Research, Volume-6, issue-6 of November-December 2016, ISSN (online):2250-0758, ISSN(Print) 2394-6962
- Research paper on “Impact of small business in Tribal Area on Economic development of Himachal Pradesh” International Research journal of Management Science and Technology in Volume-7, issue-9 of Year 2016, ISSN (online):2250-1959, ISSN(Print) 2348-9367.

**Other Achievements :**

- Worked as a member of the Proctorial Board in Zakir Husain Delhi College since 2021.
- 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.

**Ms. Renu Verma**

**Assistant Professor, Department of Commerce**

**Presented the following papers/posters:**

- Presented a paper on “GST: A breakthrough” in a National conference held at Motilal Nehru college

**Published/Co-published the following papers:**

- Research Paper on the topic “Non-Performing Asset in India: An overview” was published in UGC enlisted Journal (2017)

- **Published/Co-published the following chapter/book:**

Name of Publications	Title	Authors	ISBN No.	Chapter/page	Year
New century Publication	Goods and service tax (GST)	Dr. Dharmveer and Renu Verma	978-81-7708-435-1	4/40-49	2017

**Received the following Awards/Honors :**

- Represented directorate Rajasthan at Annual NCC Republic Day Camp and Prime Minister Rally held at New Delhi

**Other achievements :**

- Participated in combined Annual Training Camp of National Cadet Corps held at Vrindavan and received ‘A’ Certificate in NCC” ; ‘B’ Certificate in NCC; ‘C’ Certificate in NCC
- Attained the Rank of Green 1st belt of Japanese karate –do from the Goju Rye Martial Arts Academy
- Participated in International Conference on “Empowering women: fostering entrepreneurship, innovation & sustainability” organized jointly by Niti Aayog and Shri Ram College of Commerce on July 16-17, 2018
- Attended and participated in nine days National Online Workshop on “Empirical Financial Econometrics using E-VIEWS” held by Mehr Chand Mahajan DAV College for women, Chandigarh from July13, 2020 to July 21, 2020.
- Attended and participated in FDP on “Advanced Panel Data Analysis” conducted by JS Institute of Commerce and Analytics from August 24-28, 2021.

## **Ravinder Kumar**

**Assistant Professor, Department of Commerce**

**Served as Resource Person/Coordinator/member of Organising Committee for the following event:**

- Resource Person in 20 Hours Faculty Development Programme entitled “1st ICT Workshop on Microsoft Excel and Powerpoint” conducted by Ram Lal Anand College from October 9th to 14th, 2017.
- Co-chair in Technical Session VII of 1st International Conference on "Emerging Issues in Business and Economic Research" on 17-18, December, 2021 organized by Department of Commerce, Rajdhani College, University of Delhi, New Delhi, India.
- Member of Organising Committee International Conference on Sustainable Development in Commerce, Management and Technology" jointly organised by Rajdhani College, University of Delhi, India, Indian Commerce Association, Delhi NCR Chapter, Pinaki Technno, India on dated 27/02/2023.

**Presented the following papers/posters:**

- Presented a research paper in 4<sup>th</sup> International Conference on “Impact of online marketing in India: opportunities and challenges”, Lyceum of the Philippines University, Manila, 2<sup>nd</sup> to 4<sup>th</sup> February, 2017.
- Presented a research paper in National Conference on “A study on impact of social media on e- commerce in India” at Maharaja Agrasen College, University of Delhi, 24<sup>th</sup> April, 2017.
- Presented a research paper in International Conference on “A study on digitalization and its impact on Indian Economy” at Maharaja Agrasen College, University of Delhi, 20-21, April, 2018
- Presented a paper titled “Customer Engagement effect on Brand Trust and Customer Satisfaction and its impact on Brand Loyalty” in international conference on “Managerial Business Practices and Theories Post COVID” organized by School of Management and Commerce, K. R. Mangalam University, Gurugram, Haryana at its main campus on 20th -21st October 2022

**Published/Co-published the following papers (APA format for Journal Article):**

- Research paper on “Corporate Governance: issue and challenges” in International Journal of Interdisciplinary Studies and Research, 2015, Vol. 1, ISSN 2349-820X.
- Research paper on “Consumer Behavior & Role of Target Market Research” in International Research Journal of Management Sociology & Humanities, 2017, Vol. 8, Issue 8, ISSN 2277-9809.
- Research paper on “Impact of online Marketing in India: Opportunity and Challenges” in International Research Journal of Commerce Arts and Science, Vol. 9, Issue 9, ISSN 2319-9202.
- Research paper on “A Study on Impact of Social Media on e-commerce in India” in International Research Journal of Management Sociology & Humanity, Vol. 9, Issue 6, ISSN 2277-9809.

**Book by single author:**

- Authored a book on “Co-operative Movement in India”, Sunrise Publication, New Delhi, 2016, ISBN 978-93-80966-56-4.

**Other Achievements :**

- Participated in the Vice Chancellors' Conclave on NEP 2020 16 July, 2021 organized by Department of Commerce and IQAC, Rajdhani College, University of Delhi
- National Level One Week E-Faculty Development Programme on ‘Blended Learning and Pedagogical Techniques’ organised by School of Management and Commerce, K.R. Mangalam University, Gurugram from 2nd August- 6th August 2021.
- Participated in A National Webinar On "National Education Policy 2020: Role of Commerce in Education" on September 02, 2021 organised by Department of Commerce, Rajdhani College, University of Delhi, New Delhi.
- Participated in the webinar on "Training on Basic and Advanced Excel" organized by the Department of Commerce, Hansraj College on 24th September, 2021.
- Co-chair in Technical Session VII of 1st International Conference on "Emerging Issues in Business and Economic Research" on 17-18, December, 2021 organized by Department of Commerce, Rajdhani College, University of Delhi, New Delhi, India.



- Participated in National Webinar on “Become the Author of Your Life”, Organized by Society of Commerce and Management Lecture Series, Department of Commerce, Rajdhani College, University of Delhi, New Delhi, India on 18th, January, 2022.
- Participated in 2nd National Webinar on “ENLIGHTENED ENTERPRISE FOR WIDELY SHARED PROSPERITY AND HUMAN FLOURISHING IN THE 21st CENTURY” organized by Society of Commerce and Management Lecture Series, Department of Commerce, Rajdhani College, University of Delhi, New Delhi, on 2nd February, 2022.
- Participated in 3rd National Webinar on "Career As a Company Secretary" organized by Society of Commerce and Management Lecture Series, Department of Commerce, Rajdhani College, University of Delhi, New Delhi, on 9th February, 2022.
- Participated in IVth National Webinar on "An Overview on Union Budget 2022" organized by Society of Commerce and Management Lecture Series, Department of Commerce, Rajdhani College, University of Delhi, New Delhi, on 17th February, 2022.
- Participated in Vth National Webinar on "Get in Touch with your Dreams and Live Them" organized by Society of Commerce and Management Lecture Series, Department of Commerce, Rajdhani College, University of Delhi, New Delhi, on 08th March, 2022.
- One-Week Faculty Development Programme, on "Research Methodology” organised by Rajdhani College in Collaboration with Hansraj College (Mahatma Hansraj Faculty Development Centre) (A Centre of MoE under PMMMNTT Scheme) on 18th to 24th April, 2022.
- One-Week Faculty Development Program on "Research Methodology" Organized by Research Affairs Committee, Rajdhani College, University of Delhi held on 4th - 10th July, 2022.
- National Webinar on "Bibliometric Analysis" Organized by Research Affairs Committee, Rajdhani College, University of Delhi in Collaboration with Department of Commerce, Delhi School of Economics, University of Delhi held on 13th August, 2022.
- National Workshop on "How To Catch Fake/Cloned/Predatory Journals In Academics" Organized by Research Affairs Committee, Rajdhani College, University of Delhi held on 27th August, 2022.

- National Workshop on "Research Methodology and Research Ethics" Organized by Society of Commerce and Management Lecture Series, Rajdhani College, University of Delhi held on 13th September, 2022.
- International Conference on Sustainable Development in Commerce, Management and Technology" jointly organised by Rajdhani College, University of Delhi, India, Indian Commerce Association, Delhi NCR Chapter, Pinaki Technno, India on dated 27/02/2023.
- Attended 4-Week Faculty Induction/Orientation Programme for “Faculty in Universities/Colleges/Institutes of Higher Education” from April 23, 2023 – 22 May 22, 2023 sponsored by Teaching Learning Centre, Ramanujan College, University of Delhi.
- Attended Online Two-week Interdisciplinary Refresher Course “Managing Online Classes & Co- creating MOOCS 27.0” from June 6, 2023 - June 20, 2023, sponsored by Teaching Learning Centre, Ramanujan College, University of Delhi.

## **Dr. Kanika Verma**

**Assistant Professor, Department of commerce**

### **Achievements :**

- Attended One Online Induction Training/Orientation Programme For Faculty In Universities/Colleges/Institutions Of Higher Education FIP from April 23, 2023 - May 22, 2023 by teaching learning center, Ramanujan College, University of Delhi.
- Attended one interdisciplinary refresher course from June 06, 2023 - May 22, 2023 by teaching learning center, Ramanujan College, University of Delhi.