



Faculty Details Proforma

| Title | Dr. | First Name | Gurmeet | Last Name | Kaur | Photo graph |
|---|--|--|----------------------------|-----------|------------------------------|-------------|
| Designation | | | | | | |
| Address | | | | | | |
| Daulat Ram College, 4 Patel Marg , Delhi-110007 | | | | | | |
| Email- ID | | | | | | |
| gurmeetkaur@dr.du.ac.in | | | | | | |
| Web Page | | | | | | |
| Educational Qualification | | | | | | |
| Degree | Institution | | | | | Year |
| 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 |
| Career Profile | | | | | | |
| 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 | |
| Administrative Assignments | | | | | | |
| <p>Bursar, Daulat Ram College for the year 2024-25</p> <p>Member, IQAC, Daulat Ram College for the year 2024-25</p> <p>Member, Ranking Committee, Daulat Ram College for the year 2024-25</p> <p>Member, Faculty of Commerce & Business, University of Delhi for the period 11.06.2024 – 11.06.2027</p> <p>Deputy Superintendent - Examinations of Daulat Ram College for the year 2023-24.</p> <p>Convenor – Teachers’ Grievance Cell, Daulat Ram College for the year 2023-24.</p> <p>Convenor – SC-ST Teachers’ Grievance, Daulat Ram College for the year 2023-24.</p> <p>Nodal Officer, Disaster Management Cell, Daulat Ram College for the year 2023-24.</p> <p>Convenor, Teaching Program Committee, Daulat Ram College for the year 2022-23.</p> <p>Association Incharge of the Commerce Department, Daulat Ram College for the year 2022-23.</p> <p>Co-Convenor Comvision 2023, Annual Fest, Commerce Association, Daulat Ram College for the year 2022-23.</p> <p>Editor, Combuzz 2023, Bulletin, Commerce Association, Daulat Ram College for the year 2022-23.</p> <p>Teacher In charge of the Commerce Department, Daulat Ram College for the year 2021-22.</p> <p>Admissions In charge of the Commerce Department, Daulat Ram College for the year 2021-22.</p> <p>Member, Selection Committee for Guest Appointment, of the Commerce Department, Daulat Ram College for the year 2021-22.</p> <p>Deputy Superintendent, Practical Examination (Commerce Department), Daulat Ram College for the year 2021-22.</p> <p>Member, Purchase Committee, Daulat Ram College for the year 2021-22.</p> <p>Member, Prize Committee, Daulat Ram College for the year 2021-22.</p> <p>Member, Time Table Committee, Daulat Ram College for the year 2021-22.</p> <p>Admission Core Committee for B.Com. Course of Daulat Ram College for the year 2020-21.</p> <p>Admission Core Committee for B.Com. Course of Daulat Ram College for the year 2019-20.</p> <p>Admission In charge for B.Com.(H) Course of Daulat Ram College for the year 2017-18.</p> <p>Association In charge for the Commerce Association, Daulat Ram College for 2017-18.</p> <p>Association In charge for the Commerce Association, Daulat Ram College for 2016-17.</p> <p>Deputy Coordinator - Evaluation Centre for English at Daulat Ram College for the month of May-June, 2015.</p> <p>Member of the Global Ranking Committee, University of Delhi for 2016.</p> <p>Treasurer, Daulat Ram College Teachers Association for the year 2015.</p> <p>Member, Screening Committee, for the year 2015.</p> <p>Deputy Coordinator - Evaluation Centre for English at Daulat Ram College for the month of November-December, 2014.</p> <p>Admission In charge for B.Com. Course of Daulat Ram College for the year 2009-10.</p> <p>Teacher In charge of the Commerce Department, Daulat Ram College for the year 2008-09.</p> <p>Admission In charge for B.Com.(H) Course of Daulat Ram College for the year 2008-09.</p> <p>Member of Prize Committee of Daulat Ram College for the year 2008-09.</p> <p>Deputy Superintendent- Examinations of Daulat Ram College for the month of May, 2007.</p> <p>Member of Student Advisory Board of Daulat Ram College for the year 2007-2008.</p> <p>Member of Canteen Committee of Daulat Ram College for the year 2007-2008.</p> <p>Association In charge for the Commerce Association, Daulat Ram College for 2006-2007. Conducted various college and inter-college academic events like debate, seminars, inter-college commerce festival, as well as socio-cultural activities like freshers’ party and valedictory function.</p> | | | | | | |
| Areas of Interest/Specialization | | | | | | |
| Green Marketing, Consumer Behaviour | | | | | | |
| Subjects Taught | | | | | | |
| Course | Subject Taught | Semester | Academic Year | | | |
| B.Com. (H) | Business Analytics | 6 | 2024-2025 | | | |
| B.Com. (H) | Business Mathematics | 3 | 2024-2025 | | | |

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|------------|--|----------|------------------|
| B.Com. (H) | Business Statistics | 4 | 2024-2025 |
| B.Com. | Business Statistics | 3 | 2024-2025 |
| B.Com. | Fundamentals of Financial Management | 5 | 2023-2024 |
| B.Com. (H) | Business Mathematics | 3 | 2023-2024 |
| B.Com. (H) | Fundamentals of Investment | 6 | 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 |
| B.Com.(H) | Advertising | 5 | 2017-2018 |

Research Guidance

Ph.D. Co-guide of Ms Muskan Bhatnagar, PhD Scholar (Awarded PhD on **30 November 2024**), Amity College of Commerce and Finance, Amity University, Noida.

Ph.D. Co-guide of Ms Nishtha Bhushan, PhD (Awarded PhD on **18 December 2021**), Amity College of Commerce and Finance, Amity University, Noida.

Undergraduate Research Project Report Guidance:

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

Publications Profile

Research Publications:

| SN. | Publication details (Authors, Title of article, Journal, Volume, Issue, Year, Page range of article, URL/DOI) | Year of Publication | Impact Factor | UGC Care List Journal | Scopus Indexed/ WoS | ISSN No | Citation |
|-----|--|---------------------|---------------|-----------------------|---------------------|---------------------------------|------------|
| 1. | Exploring Trust Building in E-commerce: A Multistage Analysis on Purchase Intention, Actual Purchase and Customer Satisfaction, Educational Administration: Theory And Practice, Vol 30(5), pp. 4723-4733 | 2024 | | UGC CARE | Scopus Indexed | ISSN:1300-4832E- ISSN:2148-2403 | |
| 2. | Navigating the New Normal: Financial Constraints in Startups - A Bibliometric Analysis and Roadmap for Future Research. Environment and Social Psychology; Vol. 9(8), pp. 1 – 27. | 2024 | | UGC CARE | Scopus Indexed | ISSN:2424-7979E- ISSN:2424-8975 | |
| 3. | “Corporate Environmentalism and Green Marketing Manifestations in the Covid-19 Era”, Journal of Commerce and Business Studies, Vol. 9(1), pp.59-68. | 2022 | | UGC CARE | No | 2322-0767 | |
| 4. | “Consumers’ Buying Behaviour Towards P-O-S Promotions Tools: A PLS-SEM Model”, <i>Indian Journal of Economics and Business</i> , Vol. 20(2), pp.13-27. ABDC - C journal. | 2021 | 0.89 | UGC CARE | Scopus Indexed | 0972-5784 | |
| 5. | “Impulse Buying Behaviour in Retail Stores: An Empirical Study”, <i>Journal of Critical Reviews</i> , Vol. 7(15), pp.5474-5482. | 2020 | 1.091 | UGC CARE | Scopus Indexed | 2394-5125 | |
| 6. | “Consumers’ Buying Behaviour Towards Point-Of-Sales Promotion: A Literature Review”, <i>International Journal of Mechanical & Production Engineering Research & Development</i> , Vol. 10(3), pp.6105-6112. | 2020 | 0.744 | UGC CARE | Scopus Indexed | ISSN:2249-6890E- ISSN:2249-8001 | |
| 7. | “Green Marketing: An Attitudinal and Behavioural Analysis of Indian Consumers,” <i>Global Business Review</i> , Vol. 5(2), pp. 188-205, ABDC - C journal. | 2004 | 2.4 | UGC CARE | Scopus Indexed | ISSN:0972-1509E- ISSN:0973-0664 | 426 |
| 8. | “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. | 2006 | 6.253 | UGC CARE | Scopus Indexed | ISSN:0896-1530E- ISSN:1528-7068 | 357 |
| 9. | “Green Marketing: An Indian Perspective,” <i>Decision</i> , Vol. 31 (2), pp. 168-209. | 2004 | 1.5 | UGC CARE | WoS | 0304-0941 | 193 |
| 10. | “Strategic Green Marketing: How Should Business Firms Go about Adopting It?”, <i>Indian Journal of Commerce</i> , Vol. 56 (October–December), pp. 1-17 | 2003 | | UGC CARE | No | 0019-512X | 24 |
| 11. | “Green consumerism: An Analysis of Awareness of Environmental Issues among Indian Consumers”, <i>The Indian Journal of Commerce</i> , Vol. 59 (4), pp. 1-18. | 2006 | | UGC CARE | No | 0019-512X | 3 |
| 12. | “Green Marketing: A Study of Environmental Concern among Delhi University Post Graduates”, <i>NMIMS Management Review</i> , SAGE Publishing, Vol. 12(2), pp.1–16. | 2000 | | UGC CARE | No | 0971-1023 | |
| 13. | “Eco Labelling: Genesis, Issues and Perspectives” <i>Effulgence – A Management Journal</i> , Vol. 2 (1), pp. 5–17. | 2004 | | UGC CARE | No | 0972-8058 | |
| 14. | “Green Marketing: Genesis, Nature and its Emerging Role in India”, <i>GGU Journal of Business</i> , Vol. 1(1), pp. 131-152. | 2005 | | No | No | 0973-5887 | |

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|-----|--|------|--|----|----|-----------|---|
| 15. | "Green Marketing: Conceptual Issues and Strategic Orientation", <i>Review of Commerce Studies</i> , Vol.22 (1), pp. 21-48. | 2003 | | No | No | 0973-0842 | 7 |
|-----|--|------|--|----|----|-----------|---|

Conference Proceedings publication

| Details (Authors, Book title, Article title, Year, page range of article) | Date of Publication | Name of conference | Venue of Conference |
|---|---------------------|---|--|
| 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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| Presented a paper on "Corporate Environmentalism: Concept and Manifestations" for partial fulfilment of the requirement for a 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. |
| Presented a paper "Green Washing-Questioning the Veracity of Corporate Environmentalism" (JEL Classification: M30, Q50) for partial fulfilment of the requirement for a UGC-sponsored refresher course held from November 19 to December 10, 2012. |
| 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. |

Books

| S.No. | Book Title | Year of Publication | Publisher | ISBN No. |
|-------|-------------------------------------|---------------------|-----------------------------------|---------------|
| 1. | Business Statistics | 2025 | Taxmann Publications (P) Ltd. | 9789364550758 |
| 2. | Fundamentals of Investment | 2023 | Sultan Chand & Sons (P) Ltd. | 9789390851843 |
| 3. | Business Mathematics | 2022 | Sultan Chand & Sons (P) Ltd. | 9789390851881 |
| 4. | Business Mathematics | 2019 | Sultan Chand & Sons (P) Ltd. | 9789387907959 |
| 5. | Fundamentals of Investment | 2019 | Sultan Chand & Sons (P) Ltd. | 9789387907942 |
| 6. | Business Mathematics | 2018 | Sultan Chand & Sons (P) Ltd. | 9788183507564 |
| 7. | Business Mathematics and Statistics | 2016 | International Book House (P) Ltd. | 9789383283368 |
| 8. | Business Mathematics | 2015 | International Book House (P) Ltd. | 9789383283354 |

E- Modules

| S.No. | Details (Authors, Title, Year, URL) |
|-------|--|
| 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 |
| 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 |
| 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 |
| 4. | Gurmeet Kaur and Manasi Goel (2016), "Entrepreneurial Stimulation", Entrepreneurship, http://vle.du.ac.in/file.php/540/PDF/Unit_3_entrep.pdf |
| 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 |
| 6. | Gurmeet Kaur (2015) "Computer Network", Introduction to Computers, available at https://docs.google.com/file/d/0B0Izh6GcIA_Db0dvTnhHRldvTDA/edit |
| 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 |
| 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 |
| 9. | Accounting for Overheads, <i>Corporate Accounting</i> , available at http://vle.du.ac.in/file.php/556/Accounting_for_Overheads/Overheads.pdf |
| 10. | An Introduction to Financial Management, <i>Fundamentals of Financial Management</i> , available at https://docs.google.com/file/d/0B0Izh6GcIA_DR0xXNTZ5YzVSVTQ/edit |
| 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 |
| 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 |
| 13. | Budgeting and Budgetary Control, <i>Cost Accounting</i> , available at https://drive.google.com/file/d/0B0Izh6GcIA_DSD11UDVWV2NTaGs/view |
| 14. | Business Plan Preparation, <i>Entrepreneurship</i> , available at http://vle.du.ac.in/file.php/700/Business_Plan_Preparation/Business_Plan_Minakshi.pdf |
| 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 |
| 16. | Cash Management, <i>Fundamentals of Financial Management</i> , available at https://docs.google.com/file/d/0B0Izh6GcIA_DTG5maDIxMzFRm8/edit |
| 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 |
| 18. | Contract Costing, <i>Cost Accounting</i> , available at http://vle.du.ac.in/file.php/540/PDF/Contract_Costing.pdf |
| 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 |
| 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 |
| 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 |
| 22. | Electronic Records, <i>Cyber Crimes and Laws</i> , available at http://vle.du.ac.in/file.php/697/Electronic_Records/Electronic_Records.pdf |
| 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 |
| 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 |
| 25. | Entrepreneurial Stimulation, <i>Entrepreneurship</i> , available at http://vle.du.ac.in/file.php/540/PDF/Unit_3_entrep.pdf |
| 26. | Final Accounts, <i>Corporate Accounting</i> , available at http://vle.du.ac.in/file.php/540/PDF/Revised_Final_Accounts.pdf |
| 27. | Gratuity and Bonus, <i>Industrial Laws</i> , available at http://vle.du.ac.in/file.php/540/PDF/GRATUITY-BONUS.pdf |
| 28. | Index Numbers, <i>Business Statistics</i> , available at http://vle.du.ac.in/file.php/540/PDF/Index_Numbers-Kamini-19th_July.pdf |
| 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 |
| 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 |
| 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 |
| 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 |
| 33. | Introduction to Entrepreneurship, <i>Entrepreneurship</i> , available at http://vle.du.ac.in/file.php/700/Introduction_to_Entrepreneurship/chapter1_entrepreneurship_Nidhi.pdf |
| 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 |

| | |
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| 35. | Introduction to Insurance, <i>Insurance and Risk Management</i> , available at https://drive.google.com/file/d/0B0Izh6GcIA_DUIVldGMxQ3pYbGM/view |
| 36. | Inventory and Receivables Management, <i>Fundamentals of Financial Management</i> , available at https://drive.google.com/file/d/0B0Izh6GcIA_DZTVkV0hmREJ5c1E/view |
| 37. | Investing in Mutual Funds, <i>Investing in Stock Markets</i> , available at http://vle.du.ac.in/mod/resource/view.php?id=13505 |
| 38. | Investment Fundamentals, <i>Investing in Stock Markets</i> , available at https://drive.google.com/file/d/0B0Izh6GcIA_DSfhuMnMxanZZN1U/view |
| 39. | Job Costing, <i>Cost Accounting</i> , available at http://vle.du.ac.in/file.php/540/PDF/Job_Costing.pdf |
| 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 |
| 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 |
| 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 |
| 43. | Mobilising Resources, <i>Entrepreneurship</i> , available at http://vle.du.ac.in/file.php/700/Mobilising_Resources/Mobilising_Resources_Minakshi.pdf |
| 44. | Online Business Transactions, <i>E-Commerce</i> , available at http://vle.du.ac.in/file.php/701/Online_Business_Transactions/e_commerce_.pdf |
| 45. | Operating Costing, <i>Cost Accounting</i> , available at http://vle.du.ac.in/file.php/540/PDF/Operating_Costing.pdf |
| 46. | Pricing, <i>Principles of Marketing</i> , available at http://vle.du.ac.in/file.php/588/Principles_of_Marketing/Alok_Anand_pricing.pdf |
| 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 |
| 48. | Risk and its Management, <i>Insurance and Risk Management</i> , available at https://drive.google.com/file/d/0B0Izh6GcIA_DeTFmd3BlandoMDg/view |
| 49. | Risk Management and Regulatory Framework, <i>Insurance and Risk Management</i> , available at https://drive.google.com/file/d/0B0Izh6GcIA_DWFluLUUpvYTZreDA/view |
| 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 |
| 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 |
| 52. | Types of Business Entities, <i>Entrepreneurship</i> , available at http://vle.du.ac.in/file.php/540/PDF/Entrepreneurship_Types_of_Entities.pdf |
| 53. | Understanding Derivatives, <i>Investing In Stock Markets</i> available at http://vle.du.ac.in/mod/resource/view.php?id=13505 |
| 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 |
| 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 |
| 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 |

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/

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 Projects (Major Grants/Research Collaboration)

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.