




## Faculty Details Proforma



Title	Dr.	First Name	Minakshi	Last Name	Paliwal	Photograph
<b>Designation</b>						
<b>Address</b>		<b>Department of Commerce, Daulat Ram College, University of Delhi, Delhi-7</b>				
<b>Phone No. Office</b>						
<b>Residence</b>						
<b>Mobile No.</b>						
<b>Email - ID</b>						
<b>Web Page</b>						
<b>Educational Qualification</b>						
<b>Degree</b>		<b>Institution</b>			<b>Year</b>	
Ph.D		Department of Commerce, M.D. University, Rohtak			2012	
M.Com		Department of Commerce, M.D. University, Rohtak			2008	
CFA		ICFAI University, Tripura			2011	
B.Com		M.D.University, Rohtak			2006	
UGC-NET		University Grant Commission			2010	
<b>Career Profile</b>						
<ul style="list-style-type: none"><li>• Assistant Professor, Department of Commerce, Daulat Ram College, University of Delhi, Delhi-7 {Since 20<sup>th</sup> March 2023}.</li><li>• Assistant Professor (<i>Ad-hoc</i>), Department of Commerce, Daulat Ram College, University of Delhi, Delhi-7 {24<sup>th</sup> July 2013 to 19<sup>th</sup> March 2023}.</li><li>• Assistant Professor (<i>Ad-hoc</i>), Department of Commerce, Ramjas College, University of Delhi, Delhi-7, INDIA (21<sup>st</sup> July 2012 to 22<sup>nd</sup> May 2013).</li><li>• Assistant Professor (<i>Ad-hoc</i>), Department of Commerce, Bharati College, University of Delhi, New Delhi, INDIA (6<sup>th</sup> September, 2011 to 21<sup>st</sup> April, 2012)</li><li>• Assistant Professor, Department of Management Studies, Omkaranada Institute of Management and Technology, Rishikesh, Utrakhand (March 2009 to January 2011)</li><li>• Lecturer, Department of Management Studies, Sobhasaria Engineering College, Sikar, Rajasthan (September 2008-December 2008).</li></ul>						
<b>Administrative Assignments</b>						
<ul style="list-style-type: none"><li>• Teacher-in-Charge, Department of Commerce, 2024-25</li><li>• Time Table Committee (Member), Department of Commerce, 2024-25</li><li>• Admission Convener [B. Com (H)], Department of Commerce 2024-25</li><li>• Convenor in the SDP on “<b>Harnessing ICT Tools- A Practical Approach</b>”, Daulat Ram College, University of Delhi, September 13-14, 2024.</li><li>• Time Table Committee (Member), Department of Commerce, 2023-24</li><li>• Admission Convener [B.Com (P)], Department of Commerce 2023-24</li></ul>						

- Member, Music and Dance Society, Daulat Ram College, 2023-24
- Time Table Committee (Member), Department of Commerce, 2022-23.
- Debating Society (Member), Daulat Ram College, 2022-23.
- Time Table Committee (Member), Department of Commerce, 2021-22.
- Debating Society (Member), Daulat Ram College, 2021-22.
- Fine Art Society-Spectra (Member), Daulat Ram College, 2021-22.
- Admission Committee (Helpdesk-member), Daulat Ram College, 2020-21.
- 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.
- Staff Amenities Committee (Member), Daulat Ram College, 2019-20.
- Fine Art Society-Spectra (Member), Daulat Ram College, 2019-20.
- Admission Committee (Member), Department of commerce, Daulat Ram College, 2019-20.
- 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]
- Students’ Advisory Board (Member), Daulat Ram College, 2018-19.
- Sport Board Member, Daulat Ram College, 2018-19.
- NSS (Member), Daulat Ram College, 2018-19
- Admission Committee (member), Department of Commerce, Daulat Ram College, 2018-19.
- NSS (Member), Daulat Ram College, 2017-18.
- Fine Art Society-Spectra (Member), Daulat Ram College, 2019-20.
- Admission Committee (member), Department of Commerce, Daulat Ram College, 2017-18.

**Areas of Interest / Specialization**

Accounting and Finance

<b>Subjects Taught</b>
Financial Accounting, Corporate Accounting, Cost Accounting, Income Tax, Fundamentals of Investment and Financial Management
<b>Research Guidance</b>
N/A
<b>Publications Profile</b>
<b>Forthcoming:</b>
<ul style="list-style-type: none"> <li>• The Study of Internet uses, internet addiction, and severity of effects among young students (2024). International Journal of Business Information System. [Scopus; WoS, ABDC]</li> </ul>

## Published

- Does smartphone usage affect academic performance during COVID outbreak (2024). *International Journal of Knowledge and Learning*. <http://dx.doi.org/10.1504/IJKL.2024.10061644> [Scopus; WoS, ABDC]
- Gaining competitive advantage status through human resource practices: A study of Indian banks (2024), *Social Science and Humanities* [Elsevier], 9(5). <https://doi.org/10.1016/j.ssaho.2024.100804> [Scopus]
- Impact of social media marketing on consumer consciousness and purchase of durable products. *International Journal of Business Information System*, 43 (1): 38-52. <http://dx.doi.org/10.1504/IJBIS.2023.131087> [Scopus. ABDC].
- Fear of COVID-19 outbreak, stress and anxiety among working employees: a multi-service sector study. *International Journal of Industrial and System Engineering* (2023).45 (3): 378-397. <http://dx.doi.org/10.1504/IJISE.2023.134715> [Scopus]
- Elucidating the linkage between advertisements embedded with emotional appeals and the brand relationship quality during the COVID pandemic (2023). *Journal of Marketing Communication* [Taylor and Francis] . DOI: 10.1080/13527266.2023.2220338 .[ABDC-B, Scopus, WoS, IF. 4.99]
- Explaining the linkage between antecedents' factors of adopting online classes and perceived learning outcome using extended UTAUT model (2023), *Data and Information Management*, <https://doi.org/10.1016/j.dim.2023.100052> [Scopus, IF 1.4]
- 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 5.6]
- 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: 2.0]
- 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 2.4, CABS]
- The Dark Side of Overuse of Internet: A study of Indian college students. *Asia Pacific Journal of Health Management*, 17(1). <https://doi.org/10.24083/apjhm.v17i1.757> [Scopus, ABDC-C. ESCI]
- 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]
- “India’s Demographic Dividend: In the Context of its Economic Growth”, *World Affairs: The Journal of International Issues*, 2015, 19 (1): 146-157. {ISSN: 0971-8052}
- “Exploring a Sense of Intellectual Property Valuations for Indian SMEs”, *International Journal of Asian Business and Information Management*, 2014 (*An Official Publication*

of the Information Resources Management Association, Spain-IGI Publication, USA), 5 (1): 15-36. {ISSN: 1947-9638; EISSN: 1947-9646; DOI: 10.4018/IJABIM}.[Scopus]

- “Impact of Foreign Capital Flows on Economic Growth: Empirical Evidence from India”, Management & Change, 2013 (An official publication of IILM, New Delhi), 16 (1-2): 23-42. {ISSN: 0972-2149}.
- “Infringement and Protection of Copyrights in the Age of Internet”, Journal of Advance Research in Law and Economics (official publication of University of Lopez, Poland), 2013. Vol. 4, 2 (8) pp 139-148. {ISSN: 2068-696X; DOI [http://dx.doi.org/10.14505/jarle.v4.2\(8\).07](http://dx.doi.org/10.14505/jarle.v4.2(8).07)}.[Scopus]
- “Environmental Taxation: Issues, Challenges and Prospects”, Vedang: Journal of Management, 2013 (official publication of Shri Guru Ram Rai Group of Institutions, Deharadun). 4(1), 27-31{ISSN: 0975-7961}
- “FIIs and Indian Stock Market: A Causality Investigation”, 2012. Comparative Economic Research (Lopez University, Poland), 14 (4):05-24. {ISSN:1508-2008; DOI: 10.2478/v10103-011-0024-0, May 2012}[Scopus]
- “Consequences of Sudden Declines of Capital Flows: Evidence from India.” 2012. In Resurging India: Myths and Realities (ed.). Excel India Publishers, New Delhi: 251-258. {ISBN: 978-93-82062-04-2}
- “Liberalization of Foreign Institutional Investments (FIIs) in India: Magnitude, Impact Assessment, Policy Initiatives and Issues” 2010. Global Journal of International Business Research (USA), 3 (3): 22-41. {ISSN: 1933-3412; EISSN: 1933-3471}
- “Impact of Global Financial Crisis on Trade Performance of Indian Economy”, 2011. Oorja: Journal of Management and IT, 9 (1): 69-85. {ISSN: 0974-7869}.
- “Online Pricing Strategies: The Art of War”, 2010 Indian Journal of Marketing, 2010, (Vol. XL, No. 1) {ISSN: 0973-8703} [Scopus]
- “Environmental Degradation and Innovative Business Strategies towards Environmental Protection”, Sandesh, 2011 (Vol. 5-6, No. 1).
- “Foreign Capital Flows into India: Compositions, Regulations, Issues and Policy Option for India” 2009, KAIM Journal of Management and Research, 2 (1) {ISSN: 0974-9462}.

## Patent

- Granted UK Patent [Design] on *Intelligent device for vehicle speed monitoring*; No 6314882; Issued by Intellectual Property Office (UK), dated October 2, 2023

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

- 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].

## Paper Presentation (National & International conferences/seminars)

- Paper presented in International Conference on Sustainable development goals: challenges and strategies on 13<sup>th</sup> and 14<sup>th</sup> March, 2024, organized by Arya P.G. College, Panipat (Title of paper: The Deterioration of India’s Environment: A Consequence of Economic Expansion 1991-2021)
- 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*)
- Paper presented in National Conference on “Skill Development and Technological Innovation” on 30-31<sup>st</sup> March 2016 at Deen Dayal Upadhyay Kaushal Kendra, U.S. Nagar, Uttarakhand (Paper: *Developing E-commerce Skills in India*).

- Paper presented in National Seminar on on 8<sup>th</sup> November 2015 at S. D. College, Chandigarh (Paper: *Unleashing the Growth Potential of India's Demographic Dividend*).
- Paper presented at national seminar on “Innovation and Applications in Engineering and Applied Science”, on 09<sup>th</sup> to 10<sup>th</sup> November 2011, organized by Faculty of Engineering and Technolog“ *The Demographic Dividend and India's Economic Future*”y, Gurukul Kangri Vishwavidyalaya, Haridwar, Uttarakhand (Paper: *Can Mobile Phone Technology lead the way in brining Financial Inclusion in India*).
- Paper presented a national conference on “*Quality Assurance in Higher Education*”, organized by the Centre for Innovation, Research and Development (CIRD), Banwari Lal Jindal Suiwala PG College, Tosham, Haryana (Paper: *ICT: A Boon for Quality Education*).
- Paper presented in national conferences on “*Managing Global Business in Competitive Business Environment*”, organized by Rattan Group of Institutions on 1<sup>st</sup> May 2010 (Title of paper: *The Legal Approach to Intellectual Property Rights in India: Special Reference to Patent Rights*).
- Paper presented in International conference on “*Recent Trends in Management, Technology and Environment*” organized by S.D. College of Engineering and Technology and S. D. College of Management Studies, Muzaffarnagar n 28-29<sup>th</sup> November 2009 (title of Paper: *Foreign Capital Flows into India: Compositions, Regulations and Policy Option*).
- Paper presented in International conference on “*Innovative Practices in Management and Information Technology for Excellence*”, held at Maharaj Agrasen Institute of Management and Technology, Jagadhti on 8<sup>th</sup> May 2010. (Title of Paper: *Pricing Strategies in the Age of Internet and E-Commerce*).
- Paper presented in national seminar on “*Global Business Scenario-Prospect and Retrospect*”, organized by i-Business Institute, Noida on 6-7<sup>th</sup> December 2010.
- Paper presented in national seminar on “*Liberalization, Privatization and Globalization Issues, Challenges and Prospects*”, organized by DAV (PG) College, Kernal on 5-6<sup>th</sup> October 2010 (Title of paper: *Impact of Global Financial Recession on Indian Economy*).
- Paper presented in national seminar on “*Governance in 21<sup>st</sup> Century: Challenges and Prospects*” held on 12-14<sup>th</sup> February 2011 at Department of Management Studies, Agra University, Agra (Title of Paper: *Addressing the Public Policy Issues Related to the Internet Governance*).
- Paper presented in National Conference on “*Corporate Social Responsibility: Making A Difference*”, on 20-21 December 2008, organized by Aravali Institute of Management, Jodhpur (Paper: *Creative Capitalism: A New Face of Corporate Social Responsibility*).

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

- Addressing the Hindrances to Promote Digital inclusion of Women in Uttarakhand and Jammu & Kashmir, Funded by ICSSR, New Delhi, Major Research Project, 2023-24, Amount 18 Lacs [Santioned]
- *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]
- *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 [Completed]

#### **Awards and Distinctions**

N/A

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

N/A

#### **Other Activities**

Content Development

*E-Lessons Developed for- Virtual Learning Education (VLE), Delhi University*

- *Business Plan Preparation* (Subject: Entrepreneurship, 2016), full access available at [http://vle.du.ac.in/file.php/700/Business Plan Preparation/Business Plan Minakshi.pdf](http://vle.du.ac.in/file.php/700/Business%20Plan%20Preparation/Business%20Plan%20Minakshi.pdf)
- *Mobilising Resources* (Subject: Entrepreneurship, 2016), full access available at [http://vle.du.ac.in/file.php/700/Mobilising Resources/Mobilising Resources Minakshi.pdf](http://vle.du.ac.in/file.php/700/Mobilising%20Resources/Mobilising%20Resources%20Minakshi.pdf)
- *Final Accounts* (Subject: Corporate Accounting, 2016), full access available at [http://vle.du.ac.in/file.php/540/PDF/Revised Final Accounts.pdf](http://vle.du.ac.in/file.php/540/PDF/Revised%20Final%20Accounts.pdf)
- *Central Excise* (Subject: Indirect Tax Laws, 2016), full access available at [http://vle.du.ac.in/file.php/668/Indirect Tax/Central Excise/Central Excise.pdf](http://vle.du.ac.in/file.php/668/Indirect%20Tax/Central%20Excise/Central%20Excise.pdf)

#### Refresher Course

- Participated in *‘Eight 4-Week Refresher Course in Public Economics for South Asian Region’*, held on May 14<sup>th</sup> 2012 to June 08, 2012, organized by National Institute of Public Finance and Policy, (NIPFP-Ministry of Finance), New Delhi.

#### FDP/Workshop/Training Programme

- Participated in online Inter-Disciplinary two week Refresher Course on “Managing Online Classes & Co-creating MOOCS 27.0”, organized by Teaching Learning Centre, Ramanujan College, University of Delhi (PMMMNMTT), 06-20<sup>th</sup> June 2023.
- 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.
- Participated in one week workshop on “*Computer Applications in Research*” held on 4<sup>th</sup> December 2011 to 10<sup>th</sup> December 2011, organized by Department of Commerce, M. D. University, Rohtak.
- Participated in one week training programme on “*Analytical Techniques for Research in Commerce and Management*”, organized by Department of Commerce, M. D. University, Rohtak (Hr.) in collaboration with Global Network of Business Researchers on 27<sup>th</sup> December 2010 to 2<sup>nd</sup> January 2011.
- Participated in one week training programme on “*Research Methodology, Statistics and Use of SPSS*”, organized by Chhotu Ram College of Education, Rohtak (Hr.) on 12<sup>th</sup> April 2010 to 18<sup>th</sup> April 2010.

