



Faculty Details Proforma For College Web-site



Title	Dr	First Name	Kanika	Last Name	Verma	Photograph
Designation		Assistant Professor				
Address		Department of commerce, Daulat Ram College, University of Delhi, Delhi-110007				
Phone No. Office						
Residence						
Mobile No.		8430874448				
Email - ID		kanikaverma@dr.du.ac.in				
Web Page						
Educational Qualification						
Degree	Institution				Year	
PhD	Dayalbagh Educational Institute, Agra				2020	
M.Phil	Dayalbagh Educational Institute, Agra				2015	
NET/JRF	UGC-NET				2015	
M.Com	Chaudhary Charan Singh University, Meerut				2012	
B.Com	Chaudhary Charan Singh University, Meerut				2010	
Intermediate	CBSE				2007	
SSC (10 th)	CBSE				2005	
Career Profile						
Teaching experience as an Assistant Professor:						
Daulat Ram College, University of Delhi, (March, 2023- Present)						
NCWEB, Sri Aurobindo College, D.U (October, 2020- April, 2021)						
Jaypee University, Anoopshahr (January, 2019- December, 2019)						
Administrative Assignments						
1. Convenor (B.Com Program): Comneur, The Commerce Association 2023-24. 2. Member, Prize Committee 2023-24 3. Member, Tajanga, Quiz Society 2023-24 4. Co-Convenor, Swatchta Committee 2024-25 5. Member, Garden Committee, 2024-25 6. Member, Garden Committee, 2025-26 7. Member, Alahya - Indian Music Society, 2024-25 8. Member, Student Amenities Committee, 2025-26 9. Member, Entrepreneurship Cell, 2024-25 10. NEP Elective Course Coordinator, AEC Language (1st Year), 2025-26						

Areas of Interest / Specialization
Finance, economics, international business, marketing, banking, statistical analysis, human resource management, organisational behaviour, Entrepreneurship Development

Subjects Taught
Business organisation and management, company law, business law, fundamentals of business organisation for entrepreneurs, Fundamentals of entrepreneurship, financial literacy, Business Communication, Financial Management for beginners , Auditing and corporate governance, Personal selling and salesmanship, Basic IT tools, Economic State and Society, Macroeconomics, Money and Banking, Banking and Insurance.

Research Guidance
I. Ms. Khushi Kumari, B.Com 4th Year Student on her thesis titled “AI Frauds and its Impact on Digital Payment Users.” (Supervisor) II. Ms. Anshika, B.Com 4th Year Student on her thesis titled “Effect of Influencer Marketing on GenZ’s Buying Behaviour. (ACR member)

Publications Profile
1. Research paper entitled ‘A Study on Perception of Customers towards Banking Services: A Case of SBI’ has been published in the proceedings of International conference on Research and Sustainable Business, ISBN: 978-93-83842-19-3 Department of Management Studies, IIT Roorkee. 2. Research paper entitled ‘Measuring Customer Satisfaction towards ATM services: A Comparative study of Union Bank of India and Yes Bank’ has been published under the Abhinav Publications in the Abhinav National Monthly Refereed Journal of Research in Commerce & Management, Volume III, Issue VII, ISSN No.: 2277-1166. 3. Book review entitled ‘Business Laws’ has been published in the International Journal of Multidisciplinary Research & Innovation, Volume 1, Issue 1, ISSN :2454-7204. 4. Research paper entitled “Quality Assessment of Indian banks: A Customer's Perspective” has been published in the Journal of Business Management, Commerce and Researches, Volume III, Issue XI (ICV Impact Factor: 6.33) 5. Paper entitled ‘Technological Innovations in Delivering Customer Services: A Modern Approach for Sustainable Banking in India’ has been published in the E-Proceeding of National Seminar on Competitive Advantage through Integrated Marketing Approach, Prestige institute of management, Gwalior on 12 September 2015. 6. Research paper entitled “Importance Performance Analysis and SERVQUAL Model: An Integrated Approach for Enhancing Customer Satisfaction” published in Review of Professional Management: A Journal of New Delhi Institute of Management Volume 14, Issue 1 (Jan – June, 2016) ISSN: 0972 – 8686

Conference Organization / Presentation (in the last three years)

1. Presented a research paper entitled ‘AI Frauds and its Impact on Digital Payment Users’ in National Conference on Emerging Paradigm in sciences, Commerce & Humanities, organized by Daulat Ram College, University of Delhi on 16th and 17th April 2026.

Research Projects (Major Grants/Research Collaboration)

NA

Awards and Distinctions

Scored 80.6% and secured First Rank in M.Com (2012)

Association with Professional Bodies

NA

Other Activities

1. Participated in 4-Week 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.
2. Participated in a 2-Week refresher course from June 06, 2023 - May 22, 2023 by Teaching Learning Center, Ramanujan College, University of Delhi.
3. Participated in ‘NEP 2020 Orientation & Sensitization Programme under MM-TTP, UGC organised by Centre of Professional Development in Higher Education, University of Delhi from 20th May to 30th May 2024.
4. Participated in FDP title ‘ICT -Based Classroom Teaching: Digital Pedagogy’ organized by Daulat Ram College, University of Delhi on 22th July to 27th July 2024.
5. Organizing member in In- house SDP 2024-25 under IQAC ‘Harnessing ICT Tools: A Practical Approach’ held on 13th & 14th September 2024, department of Commerce, Daulat Ram College.
6. Resource person in In- house SDP 2025-26 under IQAC held on 11th & 12th August 2025, department of Commerce, Daulat Ram College.
7. Session Chair in National Conference on Emerging Paradigm in sciences, Commerce & Humanities, organized by Daulat Ram College, University of Delhi on 16th and 17th April 2026.