

GARIMA JINDAL

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Contact: 9958664851

EXPERIENCE

- Working as Assistant Professor in **Hansraj College** from August 2014 to till now
- Worked as Guest Lecturer in **Sri Aurobindo College** from January 2014 to April 2014
- Worked as assistant Professor in **Shri Ram College of Commerce** from September 2013 to November 2013
- Worked as Guest Lecturer in **Deen Dayal Upadhyaya College** from January 2013 to April 2013

ACADEMIC DETAILS

- Pursuing **Ph.D.** in marketing from **Delhi School of Economics**, University of Delhi
- **M.com** in 2012 from **Delhi School of Economics**, University of Delhi with 76.5% marks
- **Bcom (H)** in 2010 from **Sri Guru Gobind Singh College of Commerce**, University of Delhi with 73.29% marks
- Cleared **JRF+NET** in 2012

RESEARCH PUBLICATIONS

- **A Study of Employee Branding** in journal Education Today (An International Journal of Education and Humanities), Vol. IV, Jan-Dec,2013
- **An Overview of Internal Marketing** in journal AJMR (Asian Journal of Multidimensional Research), Vol 3, Issue 1, Jan 2014
- **Conceptualization of Employer Branding** in journal AJMR (Asian Journal of Multidimensional Research), Vol 3, Issue 2, Feb 2014
- **Factor affecting Quality of Work life** in ACADMECIA (An International Multidisciplinary Research Journal), Vol4, Issue 2, Feb 2014

- **Linking HRM with Environmental Sustainability** in ACADMECIA (An International Multidisciplinary Research Journal), Vol 4, Issue 2, Mar 2014
- **An Empirical Examination of Integrated Customer Based Brand Equity Model** in Vivekananda Journal of Research, Vol 8, Issue 2, July–Dec 2019

CONFERENCE/ SEMINAR/ WORKSHOP/FDP ATTENDED

CONFERENCE

- Attended 5th Annual International Commerce Conference 2016 on Startup to sustainability: Initiative and Challenges from 4-5th Nov 2016 in Delhi School of Economics
- Attended 6th Annual International Commerce Conference 2018 on Digital Outreach and Future of Marketing Practices from 11-12th Jan 2018 in Delhi School of Economics
- Presented a paper titled “Integrated Customer Based Brand Equity Model: A conceptual Framework” in 8th International Conference on Management Practices and Research held on 20th July 2018
- Presented a paper titled “An Empirical Analysis of Integrated Customer Based Brand Equity Model” in 71st All India Commerce Conference” held on 20 – 22 December 2018

SEMINAR

- Attended Seminar on Goods and Service Tax-A Road Ahead on 15th Feb 2017 in Hansraj College in collaboration with Department of Commerce, Delhi School of Economics, University of Delhi
- Attended National Seminar on Emerging Issues in Commerce and Business Management on 7th Jan 2017 in Department of Commerce, Hansraj College
- Attended National seminar on Social Marketing on 29th September, 2016 in Department of Commerce, Hansraj College

WORKSHOP

- Attended Workshop for teaching Computer Applications in Business from 20-21st Jan 2017 in SGTB Khalsa College conducted in association with Indian Accounting Association, Delhi Chapter

FDP

- Attended FDP on Evolving Paradigms in Commerce Education and Management Research from 28th April to 4th May 2017 in Department of Commerce, Hansraj College
- Attended FDP on Financial Literacy on 23rd March 2017 on Department of Economics, Hansraj College in collaboration with National Institute of Security Markets (SEBI)
- Attended FDP on Research Data Analysis using Excel and SPSS” on 16th Nov 2016 in Department of Commerce, Hansraj College
- Attended Workshop on International Financial Reporting Standards from 5-6th May 2016 in Shri Ram College of Commerce and Indian Accounting Association, Delhi Chapter

POSITION OF RESPONSIBILITY HELD

- Member of **Project Pratyeksh**
- Editorial team member of **Hans Shodh Sudha** Journal
- Active member of Debating Society in Hansraj College
- Executive member of NSS Society in Sri Guru Gobind Singh College of Commerce
- Joint Secretary of SAVERA Consumer Forum in Sri Guru Gobind Singh College of Commerce
- House Prefect in School

ADDITIONAL QUALIFICATIONS

- Basis of Computer from Delhi University

ACADEMIC ACHIEVEMENTS

- Secured Second Position in class 12th
- Scholarship award winner in class 9th
- Awarded for securing more than 90% marks in class 12th

EXTRA-CURRICULAR ACTIVITIES

- Volunteering at various school and college level activities and participating at various events there in.
- Participated in various dance competition, Rangoli competition and skits at school level.

SIGNATURE

Garima