

PROF. (DR.) REETIKA JAIN

Professor

Department of Commerce,

Hansraj College,

University of Delhi

Email: reetikajain29@yahoo.com

Academic Qualification:

- M. Com (2005), Department of Commerce, DSE, University of Delhi
- B. Ed (2003), Central Institute of Education (CIE), University of Delhi
- B. Com Hons (2002), Daulat Ram College, University of Delhi

Research Qualification:

- Ph. D (awarded in Mar 2015), Department of Commerce, DSE, University of Delhi
Thesis on 'Consumer Ethnocentrism, Its Antecedents and Behavioural Consequences: A Study of Indian Consumers'
- M. Phil (2009), Department of Commerce, DSE, University of Delhi
Dissertation on 'Consumer Ethnocentrism: A Study of Its Antecedents and Consequences'

Total teaching experience:

- More than 20 years of teaching experience at Hansraj College, University of Delhi. Promoted to Professor 2022 onwards.
- Assistant Professor (Jan-July 2006), RDIAS, affiliate GGSIPU, New Delhi
- Assistant Professor (July-Dec 2005), JIMS, affiliate GGSIPU, New Delhi

Awards and distinctions:

- 3rd Position-holder in M.Com. Examination (2005) of University of Delhi
- 2nd Position-holder in B.Ed. Examination (2003) of University of Delhi
- Awarded merit scholarship for excellent scores in the Joint Entrance Examination (2002) for B.Ed. by University of Delhi
- 1st Position-holder M.Phil. (Commerce) Entrance Examination (2005), University of Delhi

Research Awards Received:

- Awarded Junior Research Fellowship (JRF) with NET in Dec. 2005
- Best Paper Award at International Conference on Advances in Global Business, Economics, Finance & Social Sciences organised by KIET School of Management from 11-12 Nov 2022 for the paper 'Do Environmental Concern Transforms into Green Behavior of Consumers in India?'
- Best Paper Award at RDIAS International Conference sponsored by ICSSR held in Dec 2019 for the paper 'A Study of Materialism and Its Dimensions in The Context of Indian Consumers'
- Best Paper Award at DIAS National Conference held in Feb 2018 for the paper 'A Study of E-Consumers in India'.
- Best paper Award for the paper on the title 'Customer Relationship Management Through Innovative Marketing' at the International Conference organised by JIMS in Oct. 2005.

Research Guidance:

- PhD Supervision – 1 Student
- 4th Year UG Supervision (Research Work- Dissertation / Academic Project) – 2 Students
- Research guidance to 5 undergraduate research scholars and successfully got their research work (2 papers) published in peer-reviewed and refereed Management Journal
- Guiding undergraduate students with business case studies

Paper Taught in Previous Years

At Graduation Level [B. Com (Hons)]

- Principles of Marketing
- Advertising and Personal Selling
- Management Principles & Application
- Auditing and Corporate Governance
- International Business
- Human Resource Management
- Corporate Accounting
- Business Tax Procedures and management
- Business Organisation and Management

At Post-graduation Level [M. Com]

- Marketing Management
- Advertising and Personal Selling
- International Marketing
- Consumer Behaviour

List of Refresher / Orientation Courses attended:

- Participated in 28 days 98th Orientation Program organised by Academic Staff College, Jamia Millia Islamia, New Delhi from 15th July - 11th Aug. 2011.
- Participated in 21 days Refresher Course organised by CPDHE, University of Delhi from 12-31 Dec. 2011.
- Participated in 21 days Refresher Course organised by CPDHE, University of Delhi from 15th June -4th July 2015.
- Successfully completed Online Refresher Course in Management by SWAYAM-ARPIT in 2018-19 (Counted in CAS Promotion as per UGC notification).
- Successfully completed Online Refresher Course in Latest Trends in Pedagogy and Assessment by SWAYAM-ARPIT in 2018-19 (Counted in CAS Promotion as per UGC notification).
- Successfully completed Two-weeks Interdisciplinary FDP (Online) 'From Research to Publications' from 05-17 April, 2021 organized by PMMMNMTT Hansraj College & ANDC College, University of Delhi

Participation in Workshops / Faculty Development Programs:

- Participated in Two Days (Online) Workshop on "N-VIVO" Software" (December 2-3, 2022) Organised by Dept of Commerce, Hansraj College in collaboration with MHRFDC, Hansraj College, University of Delhi on Dec 02-03, 2022
- Participated in 3 days Online Workshop on "Online Course Design, Development and Delivery" organized by Human Resource Development Centre, University of Hyderabad during May, 11-13, 2020.
- Attended One-week Faculty Development Program on 'Structural Equation Modelling Using AMOS' organized by Rukmini Devi Institute of Advanced Studies (RDIAS), GGSIPU, Delhi from May 28 to June 2, 2018.
- Attended Faculty Development Program on 'Teaching Methodology on Case Based Learning' organized by Department of Commerce, Zakir Hussain Delhi College (Evening), University of Delhi on Sept. 15, 2018.
- Attended 3-days FDP on 'Digital Literacy: An Introduction to ICT Skills' from Sept 15-17, 2017 held at Hansraj College, University of Delhi
- Participated in One day FDP on 'Research Data Analysis using Excel and SPSS' at Hansraj College, University of Delhi in Nov 2016
- Participated in One-week FDP on 'Various aspects of E-business' at Zakir Husain College, University of Delhi in July 2016
- Participated in 5 days workshop on SPSS organised by Computer Centre, University of Delhi in June 2008.
- Participated in 3 days Workshop cum Orientation for Social Science Teachers at C.I.E., University of Delhi in March 2003.

List of Publications in International / National Journals (with ISSN):

Scopus Indexed – 3 ABDC listed – 4 UGC Care listed- 7 UGC listed – 5

Total No. of Publications- 40 (+3 under process)

- An Empirical Assessment of the Mediation Effect of Business Concerns exhibited by Indian Consumers on the Relationship between Environmental Concerns and Environmental Conscious Behavior, Ramanujan International Journal of Business and Research (RIJBR), ISSN 2583-0171 (Online); 2455-5959 (Print), Dec 2024, Vol. 9(2), pp. 38-48, Sole Author- Prof (Dr) Reetika Jain, UGC Care listed – Group I, Peer reviewed & Refereed Journal
- Analysis Of Emotional Manifestations of Indian Demography to Pandemic, Hans Shodh Sudha, Vol. 4, Issue 1, (2023), Pp. 67-80 ISSN: 2582-9777, Authors- Prof. (Dr.) Reetika Jain*, et al. (*Corresponding Author), Peer-reviewed & Referred Journal
- BRSR: New Non-Financial Reporting Framework in India, Effulgence, Vol 21, No. 2, July-Dec 2023, Online ISSN: 2456-6675; Print ISSN: 0972-8058, Authors- Prof. (Dr.) Reetika Jain* & Dr. Manika Jain (*Corresponding Author), Peer-reviewed & Referred Journal
- Country-of-Origin Effect on Domestic Product Evaluation and Purchase Intention Relationship in India, Journal: PIJM, Vol 16, No 1, Jan 2023 (UGC Care listed, Scopus Indexed, ABDC Listed, Peer reviewed & Refereed Journal)
- Ethnocentrism and its Effect on Preference of Indian Consumers for Foreign and Domestic Products, IITM Journal of Business Studies, Vol. 12 Annual Issue 2023, ISSN (O): 2394-5028; (P) 2393-945, pp 146-157, Authors- Prof Reetika Jain* & Prof S K Jain (*Corresponding Author), UGC Care listed – Group I (No. 124), Peer reviewed & Refereed Journal
- A Study of Popular E-Commerce Platforms and Demographic Profiling of Online Consumers in India, (Co-Authored), Journal: IJBS, Vol 10, Jan-Dec 2022 (UGC Care listed, Peer reviewed & Refereed Journal)
- Impact of Pandemic on Consumer Behavior and Business Strategy in India, Journal: IJM, Vol. 52, Feb 2022 (UGC Care listed, Scopus Indexed, ABDC Listed, Peer reviewed & Refereed Journal)
- Resilient Strategy to Fight COVID Impact: A Case Perspective, (Co-Authored), Journal: EAMJ, Vol 20, Issue 1, 2022 (Peer reviewed & Refereed Journal)
- Business Agility in Covid Times – A Case Study Analysis, (Co-Authored), Journal: EAMJ, Vol 20, Issue 2, 2022 (Peer reviewed & Refereed Journal)
- Analysis of Indian Consumers' Behaviour Using Lifestyle Segmentation, Journal: JBT, Vol. 10, April 2019- March 2020 (UGC Care Listed, ABDC Listed, Peer Reviewed & Refereed Journal)
- A Study of e-Consumers in India, Journal: PJIE, Vol. 6, Issue 1, Jan-June 2019 (UGC listed, Peer Reviewed & Refereed Journal)
- Techno-Savvy Millennials: A Booming Consumer Segment of India, Journal: EAMJ, Vol. 16, Jan-June 2018 (UGC listed, Peer Reviewed & Refereed Journal)

- A Review of Extension and Endorsement Branding Strategies, Journal: SAJMMR, Vol.7, Issue 7, July 2017 (UGC listed, Peer Reviewed & Refereed Journal)
- Yoga and Healthy Lifestyle: The Most Desired Products in Today's Stressful Environment, Journal: SAJMMR, Vol.7, Issue11, Nov 2017 (UGC listed, Peer Reviewed & Refereed Journal)
- Consumer Ethnocentrism and Its Antecedents: An Exploratory Study of Consumers in India, (Co-Authored), Journal: AJBR, Vol. 3, No. 1 (2013) (UGC Care Listed, Scopus indexed, ABDC Listed, Peer Reviewed & Refereed Journal)
- Consumer Ethnocentrism, Its Antecedents and Consequences to Consumers Attitudes Towards Domestic and Foreign Made Products: A Theoretical Framework, (Co-Authored), Journal: Business Analyst, Vol. 31, No. 3 (2010) (UGC listed, Emerald Published, Peer Reviewed & Refereed Journal)
- Clean India, Sustainable India, Journal: AAIMRJ, Vol. 6, No. 5 (2016) (Peer Reviewed & Refereed Journal)

List of Publications in International / National Books / Conference Proceedings (with ISBN):

- Co-authored Chapter 'Q-Commerce in India: A Transformative Force in Retail and Delivery' published in Book titled 'Perspectives on Sustainable Business and Marketing', ISBN 9358790644, Ed 2024, Red'Shine Publications Pvt. Ltd.
- 'Do Environmental Concern Transforms into Green Behavior of Consumers in India?' published in E-Conference Proceedings on Advances in Global Business, Economics, Finance & Social Sciences by KIET School of Management ISBN 9789392403194 Nov 2022
- 'A Study of Disruptions in Consumer Behaviour and Marketing Strategy in Response to Pandemic in India' published in E-Conference Proceedings by IIM-Bodh Gaya 2022 ISBN: 978-93-5493-533-6
- 'Customer Metrics for Successful Relationship Building' published in Conference Proceeding of 10th International Conference on Management Practices & Research on the Theme: Leading and Managing to Survive and Thrive During Covid-19 organized by Apeejay School of Management, GGSIPU on Jan 29, 2021 ISBN: 978-93-84562-15-1
- A chapter 'Managing Customer Relationship Using Customer Lifetime Value and Customer Equity' published in the Book 'Performance Management' by CRC Press, Taylor and Francis Group (International) in 2021 ISBN 9780367466671 (hardback); ISBN 9781003089308 (e book)
- A Chapter 'A Study of Materialism and its Dimensions in the Context of Indian Consumers' published in the Book 'Research on Happiness and Performance Management' by LAP Lambert Academic Publishing, Germany, (International), 2020, ISBN 987-620-2-51315-9

- 'Ensuring Quality in Higher Education: Issues and Challenges' published in Conference Proceeding 'Quality Enhancement and Employability in Higher Education: A Holistic Approach' by A. K. Publications, New Delhi, 2020, ISBN 978-93-88465-32-8
- A Chapter 'Rural Marketing' published in the book Functional Management: Contemporary Issues, Bharti Publications New Delhi, 2019, ISBN 978-81-941162-7-1.
- A Case Study 'Amazon India: An Unparalleled E-Commerce Success Story' published in Emerald Publication Proceedings of International Conference on Advances in Management Practices – 2019 ICAMP 2019, (International), ISBN: 978-1-78635-426-6.

Conference Proceedings:

- Do Environmental Concern Transforms into Green Behavior of Consumers in India? published in E-Conference Proceedings on Advances in Global Business, Economics, Finance & Social Sciences by KIET School of Management ISBN 9789392403194 Nov 2022, Sole Author- Dr Reetika Jain
- Co-authored paper abstract titled 'Q-Commerce in India: A Transformative Force in Retail and Delivery' published in e-Conference proceedings on Perspectives on Sustainable Business and Marketing, ISBN 9789358790641, Ed Feb 2024, Red'Shine Publications Pvt. Ltd.
- An Empirical Assessment of the Mediation Effect of Business Concerns exhibited by Indian Consumers on the Relationship between Environmental Concerns and Environmental Conscious Behavior published in e-Conference proceedings of Netaji Subhas University of Technology, Dept of Mgt Studies titled BRAIN'24 NSUT International Conference on Business Research & Innovation, Ed-2024, ISBN 9788197178924, Ronak Publication House Pvt. Ltd.
- 'A Study of the Mediating Effect of Country-of-Origin on Purchase Decision by Indian Consumer' published in E-Conference Proceedings of the International Conference VINC 2022 on Replenish, Restructure & Reinvent from Jan 21-22, 2022 organised by VIPS, GGSIPU, Delhi, India
- 'BRSR 2021: New Environmental and Social Reporting Framework for Indian Companies' published in E-Conference Proceedings 2021 by IIM, Jammu in July 2021
- 'Psychographic Profiling of Indian Consumers' published in Proceedings of the National Conference on Business and Management organized by Department of Commerce, Shaheed Bhagat Singh College, University of Delhi in 2019.

Articles written:

- 'Sustainable Reporting: A Step Towards Making Business SDG Compliant, De Facto Journal, Department of Commerce Magazine, Hansraj College in 2023-24 Edition

- 'Millennials: A Blooming Consumers' Cohort Worldwide' in De Facto Journal, Department of Commerce Magazine, Hansraj College in 2018-19 Edition
- 'Doing Business E-way!' in De Facto Journal, Department of Commerce Magazine, Hansraj College 2017-18 edition
- 'Principles of Taxation' in De Facto magazine of the Commerce Society, Hans Raj College, University of Delhi in 2012.
- 'Reforms in Direct and Indirect Tax System' in De Facto magazine of the Commerce Society, Hans Raj College, University of Delhi in 2010.
- A Case Study on 'SET's Journey to Fame' published in De Facto magazine of the Commerce Society, Hans Raj College, University of Delhi in 2008.
- 'Cancun: A Semicolon, Not A Full Stop' in the Souvenir magazine of the Commerce and Business Studies, Department of Commerce, University of Delhi in 2003.

Papers Presented in International / National Conferences:

- Paper titled 'A Bibliometric Study of FOMO and Consumer Behaviour' presented at Anusandhan 2024- V Annual Research Competition on Emerging Trends for Sustainable Ecosystem held in June, 2024 organised by RDIAS, GGSIPU, New Delhi, India
- Paper titled 'An Empirical Assessment of the Mediation Effect of Business Concerns exhibited by Indian Consumers on the Relationship between Environmental Concerns and Environmental Conscious Behavior' presented at BRAIN'24 International Conference on Business Research & Innovation organized by Netaji Subhas University of Technology, Dept of Mgt Studies held on 9-10 Aug 2024
- Co-presented the paper titled 'Q-Commerce in India: A Transformative Force in Retail and Delivery' at International Conference on Challenges and prospects in Sustainable Business Development in Nov 2023 at School of Business Management, CSJM University Kanpur
- A Study of Differences in Human Emotions during Distress Situation for their Future Resilience and Sustainability' presented at Anusandhan 2022- III Annual Research Competition on Emerging Trends for Sustainable Ecosystem in June, 2022 organised by RDIAS, GGSIPU, New Delhi, India
- 'Do Environmental Concern Transforms into Green Behavior of Consumers in India?' presented at 7th International Conference on Advances in Global Business, Economics, Finance & Social Sciences organised by KIET School of Management from in Nov 2022
- 'A Perspective on Physical Well-being and Resilience of Indian Consumers to Crisis' presented at National Conference on Innovations in Business & Management held in Aug 2022 at School of Business Management, CSJM University Kanpur
- 'A Study of Demographic Differences Amongst Indian Consumers for Psychological-Mental Effects Associated with Pandemic' presented at 5th International Conference on Sustainable Development Goals in Mar-Apr, 2022 organised by Amity School of

Economics, Amity University, Noida, UP, India

- 'A Study of the Mediating Effect of Country-of-Origin on Purchase Decision by Indian Consumer' presented at the International Conference VINC 22 on Replenish, Restructure & Reinvent in Jan, 2022 organised by VIPPS, GGSIPU, New Delhi, India
- 'A Study of Demographics of Indian Consumers for their Online Shopping Behaviour and Preferences during Pandemic' presented at the 2nd International Conference on Business Research and Innovation organized in Jan 2022, by Management Development Institute (MDI) Murshidabad, India.
- 'A Study of Differences in Human Emotions during Distress Situation for their Future Resilience and Sustainability' presented at Anusandhan 2022- III Annual Research Competition on Emerging Trends for Sustainable Ecosystem in June, 2022 organised by RDIAS, GGSIPU, New Delhi, India
- 'BRSR 2021: New Environmental and Social Reporting Framework for Indian Companies' presented at the International Conference on Sustainable Finance, Economics & Accounting in the Pre- and Post-Pandemic Era in July, 2021 organised by IIM Jammu, India
- 'A study of Disruptions in Consumer Behaviour and Marketing Strategy in Response to Pandemic in India' presented at the International Conference on Post-Covid Management Strategies organised by IIM-Bodh Gaya, India in Apr, 2021
- 'Customer Metrics for Successful Relationship Building' presented at the International Conference on Management Practices & Research in 2021 organized by Apeejay School of Management, GGSIPU, New Delhi, in Jan, 2021
- 'A Study of Materialism and Its Dimensions in The Context of Indian Consumers' presented at International Conference sponsored by ICSSR organised by RDIAS, GGSIPU, New Delhi in Dec 2019.
- 'Ensuring Quality in Higher Education: Issues and Challenges' presented at the International Conference in Feb.2020 organised by TIAS, GGSIPU, New Delhi
- 'Psychographic Profiling of Indian Consumers' presented at the National Conference on Business and Management organized by Department of Commerce, Shaheed Bhagat Singh College, University of Delhi in 2019.
- 'Amazon India: An Unparalleled E-Commerce Success Story' presented at the International Conference on Advances in Management Practices – 2019 organized by JIMS, GGSIPU, New Delhi in 2019.
- 'A Study of E-Consumers in India' presented at the National Conference in Feb 2018 organised by DIAS, GGSIPU, New Delhi.
- 'Techno-Savvy Millennials: A Booming Consumer Segment of India' presented at International Conference in Apr 2018 organised by RDIAS, GGSIPU, New Delhi.
- 'Yoga and Healthy Lifestyle: The Most Desired Product in today's Stressful Environment' presented at the International Conference on 'Creating Innovations in Digital Era: Management and IT Perspective' organized by IIMT, GGSIPU, New Delhi in Aug 2018.

- 'Lifestyle Based Segmentation of Indian Consumers' at National Conference on 'Emerging Issues in Global Business Research and Management Practices' organized by Kirori Mal College, University of Delhi in Nov. 2018.
- 'Green HRM for Future Sustainability' presented at a National Seminar organised on the theme 'Emerging HR Practices for Organisational Excellence' organised by ARSD College, University of Delhi in Mar 2015.
- 'Marketing Efficiency Through Six Sigma' presented at a Seminar organised on the theme 'Six Sigma' by RDIAS, GGSIPU, New Delhi, in Feb 2006.
- 'Customer Relationship Management Through Innovative Marketing' presented at the International Conference organised by JIMS, GGSIPU, New Delhi in Oct 2005.

Speaker, Panelist, Session-Chair in Conferences and Webinars:

- Conducted 2-hrs session on the topic 'Introduction to Quantitative Research Tools & Techniques' at 5-days FDP on Empowering Management Scholars: Fostering Research Competencies organized by Assam DownTown University held in Sept 2023.
- Conducted 2-hrs session on the topic 'Principles of Management' in 'Business Studies Workshop for Educators of Class XI & XII' with DPS faculties at DPS-HRDC, Greater Noida held in Nov 2024
- Conducted 2-Hours online session for DPS Teachers (Class 11 & 12) on the topic 'Marketing Management: Applications & Case Studies' in Oct. 2022
- Co-Chaired a Session at the International Conference on Sustainable Finance, Economics & Accounting in the Pre- and Post- Pandemic Era" in July, 2021 organised by IIM, Jammu
- Invited as a Panelist for discussion on the topic 'New Normal: Why Professional Higher Studies Becomes A Must in Post Covid Environment?' in a Webinar organised by collaborative efforts of Edumate TV, Ahea Education Pvt Ltd & Institute of Management Studies, Ghaziabad in July 2020.
- Invited as a Panelist for discussion on the topic 'New Normal: Digital India' in a Webinar organised by collaborative efforts of Edumate TV, Ahea Education Pvt Ltd & Institute of Management Studies, Ghaziabad on July 2020.
- Invited to deliver Special Lecture at 13th Tecnia International Conference on Quality Enhancement and Employability in Higher Education: A Holistic Approach in Feb 2020 at TIAS, GGSIPU, New Delhi.

Participation in the Seminars / Conferences / Webinars:

- Participated in 2-Days National Education Conclave on 'India's Future and Higher Education' organised by Hansraj College, University of Delhi from 23-24 March 2023
- Participated in One Day Symposium on 'Road Ahead for HEI's Accreditation under NEP'

Organised by IQAC Hansraj College in collaboration with MHRFDC, Hansraj College, University of Delhi on 7th April, 2022

- Attended the webinar on "Basic Documentation for Teachers" on June 22th, 2020 organized by IQAC, Hansraj College Under PARAMARSH, a UGC scheme.
- Attended the webinar "Role of ICC and Prevention, Prohibition and Redressal of Sexual Harassment at Work Place" organized by ICC, Hansraj College in Collaboration with IQAC Hansraj college, University of Delhi on May 22, 2020
- Participated in Online Webinar on 'Macro Policy Options: During and after COVID-19 Pandemic' on May 20, 2020 organised by Department of Economics, SGGSCC, University of Delhi.
- Participated in the Webinar on 'Changing Paradigm of Research in Covid Era' organised by Department of Commerce and IQAC, Shivaji College, University of Delhi held on May 12, 2020.
- Participated in One Day Webinar on 'Quest for Quality: Ranking and Accreditation' on May 23, 2020 organised by IQAC, Hansraj College, University of Delhi.
- Participated in One Day Webinar on 'Strengthening the Immune System with Naturopathy' on May 6, 2020 organised by Department of Botany and IQAC, Hansraj College, University of Delhi.
- Participated in webinar on topic "Higher Education in India after COVID-19" organized by ARSD College, University of Delhi on 07th May, 2020.
- Participated in webinar on topic "Role of Ayurveda in Management of COVID-19" organized by ARSD College, University of Delhi on 09th May, 2020.
- Participated in the Leadership Summit Organised by MHRFDC, Hansraj College, University of Delhi on Dec 6-7, 2019
- Attended the International conference on 'Creating Innovations in Digital Era: Management and IT Perspective' organized by IIMT, GGSIPU in Aug 2018.
- Attended the National Conference on 'Emerging Issues in Global Business Research and Management Practices' organized by Kirori Mal College, University of Delhi in Nov. 2018.
- Attended National Conference on Business and Management organized by Department of Commerce, Shaheed Bhagat Singh College, University of Delhi in Feb 2019
- Attended the International Conference on Advances in Management Practices – 2019 organized by JIMS, GGSIPU in April 2019.
- Attended National Conference on 'Augmenting Competencies and Strengthening Organisational Strategies: Vision India' in Feb 2018 at DIAS, GGSIPU.
- Attended National Conference on 'Contemporary Reforms in Management, Economy and Applied Business' in Feb 2018 at SGGSCC, University of Delhi
- Attended International Conference on 'Disruptive Technologies: Path Ahead 2023' organised by RDIAS, GGSIPU in April 2018
- Attended National Symposium on 'Quality in Higher Education: Road to Employability' in Apr. 2018 held at SGGSCC, University of Delhi

- Participated in a Seminar on 'Goods and Service Tax' at Hansraj College in Feb. 2017
- Participated in a UGC sponsored National Conference on the theme 'Marketing in the 21st Century: Issues and Challenges' organised by Shaheed Bhagat Singh College, University of Delhi in Feb. 2016.
- Participated in an International Conference on the theme 'Booming Service Sector: From Achievements to Growth Prospects' organised by Shri Guru Gobind Singh College of Commerce, University of Delhi in Feb, 2016.
- Participated in a UGC sponsored National Seminar on the theme 'Emerging HR Practices for Organisational Excellence' organised by ARSD College, University of Delhi in Mar 2015
- Participated in Annual Commerce Convention on the theme 'Leveraging Business: Discovering New Horizons' organised by the Department of Commerce, D. S. E., University of Delhi in April 2014.
- Participated in Annual Business Convention Erudition '13 on the theme 'Business Sustainability: Emerging Realities' organised by the Department of Commerce, D. S. E., University of Delhi in September 2013.
- Participated in Annual Commerce Convention on the theme 'Emerging Issues in Corporate Governance' organised by the Department of Commerce, D. S. E., University of Delhi in Apr. 2013.
- Participated in International Conference on the theme 'Service Led Inclusive Growth: To Be or Not To Be?' organised by the JIMS, New Delhi in Feb. 2012.
- Participated in National Conference of Marketing Scholars and Practitioners organised by the Apeejay School of Management, New Delhi in September 2011.
- Participated in National Conference on the theme 'A Vibrant India: Through Tax Reforms' organised by the All India Federation of Tax Practitioners in Nov. 2011.
- Participated in International Conference on the theme 'Emerging Markets in The New World Order: The Paradigm Shift' organised by Academy of Indian Marketing in Dec 2010
- Participated in Seminar on the theme 'Six Sigma' organised by the RDIAS, New Delhi in Feb 2006
- Participated in International Conference on the theme 'Managing New Technologies, Cultures and Business in a Borderless World' organised by the JIMS, New Delhi in Oct 2005

Contribution in Societies / Committees / Cells / Administrative Work:

- DISHA-IQAC, Student Forum Co-Convener, 2025-26
- Teacher-In-Charge, Department of Commerce, 2023-24
- Department Time Table Coordinator, 2023-24
- Workload Committee, Member, 2023-24
- Admission Committee, Member, 2023-24
- Special Category Admissions, Department Coordinator, 2023-24
- M Com Coordinator, 2023-24

- Department Moderation Committee, Member, 2023-24
- Department VAC Coordinator, 2023-24
- Department GE Coordinator, Even Semester, 2023-24
- Department DSE Coordinator, 2023-24
- Department Peer-to-Peer Mentorship Coordinator, 2023-24
- Department NAAC Criteria 3 Nominee, 2023-24
- Workshop Convener, Two-day Online Workshop on 'Business Analytics' organised with SLC Hansraj College on 7-8 Oct, 2023
- Member, Committee of Courses for designing Marketing Paper for B Com NEP Undergraduate New Curricular Framework in April-June 2022 under the aegis of Department of Commerce, DSE, University of Delhi
- Coordinator and organiser for 3 Days FDP on 'Understanding the Nuances of Sponsored Research Projects' under MHRFDC, Hansraj College, University of Delhi on Dec 05-07, 2022.
- Member, Mahatma Hansraj Cluster Centre Committee, 2022-23
- Member, Spic-Macay Committee, Staff Council Committee, 2022-23
- Member, Women Development Committee, Staff Council Committee, 2022-23
- Member, NAAC Criterion 1 Committee, Department of Commerce, 2022-23
- Convener, Webinar on 'Fundamentals of GST' organised for students at Hansraj College, Feb 25, 2023
- Sole Event Convener, One-day Webinar on 'Stress Management: Towards Recovery, Resilience & Adaptation' organised with IQAC Hansraj College on Sept. 03, 2021 for students, teaching & non-teaching staff of University of Delhi
- Co-Coordinator, One week Yoga Awareness Program 05-10 Oct 2021, under the aegis of EOC-EU, Hansraj College, University of Delhi
- Member, Academic Activities Committee, Department of Commerce, 2021-22
- Member, Commerce Screening Committee, Department of Commerce, 2021-22
- Member, NAAC Criterion 1 Committee, Department of Commerce, 2021-22
- Member, Equal Opportunity Cell (EOC), Staff Council Committee, 2021-22
- Member, Spic-Macay Committee, Staff Council Committee, 2021-22
- Sole Coordinator and organiser for 2 Days FDP on 'Case Study: An Experiential Approach to Classroom Teaching in Commerce and Management' under MHRFDC, Hansraj College, University of Delhi on Dec 13-14, 2019. Four Eminent Professors from DU, DTU and MDI were invited.
- Member, Portal Committee, Staff Council Committee in 2019-20, 2020-21
- Member, Garden Committee, Staff Council Committee in 2019-20, 2020-21
- Member, Environment Awareness Committee, Staff Council Committee, 2012-13, 2016-17, 2018-19
- Member, Admission Committee, Department of Commerce, 2017-18
- Member, Economics Screening Committee, 2017-18

- Deputy Superintendent, Semester-end Examinations, Morning Session, Nov-Dec 2017
- Member, NAAC Committee for Academic Modular Plans, Department of Commerce, 2016-17
- Member, NAAC Criterion 3 Committee, IQAC in 2015-16
- Member, Women Development Cell, Staff Council Committee in 2015-16, 2016-17
- Member, Commerce Screening Committee, Department of Commerce, 2014-2015
- Member, Canteen Committee, Staff Council Committee in 2014-15, 2015-16
- Member, Election (Students' Union) Committee, 2013-14
- Member, Refreshment Committee, College Annual Day in 2012-13, 2013-14
- M. Com Admission In-charge, Department of Commerce, 2011-12
- Convenor, Commerce Society, COMSOC, Department of Commerce in 2010-11 (organised many events such as Lecture Series with three eminent speakers, Seminars, Cultural events for the Commerce students)
- Editor-in-Chief, De Facto Magazine, Commerce Society, Dept. of Commerce, 2010-11

Examination-related Work:

- Involved in paper setting and moderation work for B.Com. (Hons) Papers as allocated by
- Department of Commerce, DSE, University of Delhi since 2010
- External Examiner, Mid-Term Project Evaluation for B.A. Hons (Humanities & Social Sciences) at Cluster Innovation Centre, University of Delhi, March 2019
- External Examiner, End-Semester Project Evaluation of B.A. (Hons)-Humanities & Social Science at Cluster Innovation Centre, University of Delhi, Dec. 2021
- External Moderator for MBA Course (7 Marketing Paper) at FIIB, New Delhi
- Appointed as Evaluator of Ph D Thesis in Marketing Area as External Examiner by different Universities
- Reviewer of Scopus Indexed and UGC Care Listed Journals

Project Mentorship:

- Guided, supervised & examined more than 100 Under-graduate Projects of Commerce students from 2006-2015 as a part of their coursework.
- Continuously guiding & mentoring B. Com (Hons) students with Projects & Cases as a part of their course evaluation.

Membership of professional bodies:

Life-member of Indian Commerce Association

(Prof. Reetika Jain)