



# SLC (University of Delhi) Shyam Lal College

NAAC A++

## Faculty Profile



<b>Title</b>	Ms	<b>First Name</b>	Reena	<b>Last Name</b>	Yadav	<b>Photograph</b>  <i>Kindly insert your Photograph</i>
<b>Designation</b>	Assistant Professor					
<b>Department</b>	Commerce					
<b>Address</b>	House no 915, Chakkarpur, Gurgaon 122002					
<b>Email</b>	<a href="mailto:reena.yadav@shyamlal.du.ac.in">reena.yadav@shyamlal.du.ac.in</a>					
<b>Web-Page</b>						

### **Educational Qualification**

Degree	Subject	University/ College/Institution	Year
B.Com (Hons)	Finance and Marketing	University of Delhi	2012
M.Com	Finance and Marketing	University of Delhi	2014
PhD	Finance	Gurugram University	Pursuing

### **Experience**

	Name of the University/College/ Institute/Organisation	Designation & Status (Permanent/Ad-hoc)	From	To	Effective time period
Teaching	Deen Dayal Upadhyaya College	Ad-hoc	08 Sept 2016	03 May 2023	6.8 years
	Non-Collegiate Women's Education Board	Contract	01 Aug 2015	01 April 2019	4 years
	Trinity Institute of Professional Studies	Permanent	05 Aug 21014	07 Sept 2016	2.1 years
Research/ Corporate					
Consultancy					

### **Teaching-Learning Process (Academic Year 2022-23 Onwards)**

Are You using ICT (LMS, E-Resources)?	If yes, please give the details below:	
	Name	Total Numbers
E-Resources	E-Content on Swayam Portal and relevant Case Studies	2
Techniques and Platforms	Assignments through Google Classroom and PPTs	3

### **Career Advancement and Contribution to College Corporate Life (2022-23 Onwards)**

	Name of the Committee/ Centre/ Society/ Cell	Designation	From	To
Convenor/Member of Committees	Admission Committee	Member	May 2019	April 2023

	AISHE Committee	Member	Dec 2022	April 2023
	India Today Ranking Committee	Member	Jan 2023	April 2023
	Fee Concession and Scholarship Committee	Member	Aug 2022	April 2023
	Conference Committee	Member	Dec 2022	Jan 2023
	Student Induction (Deeksharambh) Programme	Member	Nov 2022	Nov 2022
	Time Table Committee	Member	2023 onwards	
	Anti-Ragging Committee	Member	2023 onwards	
	Internal Assessment Committee	Member	2023 onwards	
	Student Management Committee of International Conference	Convenor	Aug 2023	Sept 2023

	Registration Committee of International Conference	Member	Aug 2023	Sept 2023
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Any Other Administrative Responsibility (Bursar, Coordinator, Superintendent etc.)				

### Areas of Interest/Specialisation

S.No.	Areas of Interest/ Specialisation
1	Finance
2	Marketing

### Subjects Taught

S.No.	Subject	S.No.	Subject
1.	Principles of Marketing	5.	Cyber Crimes and Laws
2.	Financial Reporting and Analysis	6.	Human Resource Management
3.	Business Mathematics	7.	International Business
4.	Corporate Accounting	8.	Computer Applications in Business

### Publications: Citation Index in Scopus/Web of Science or Pub Med/ Indian Citation Index

Title of Paper	Name of the Author	Title of the Journal	Year of Publication	Citation Index	h-Index	Institutional affiliation as mentioned in the publication	Number of citations excluding self-citations	Impact factor, if any
Corporate Social Responsibility and Financial	Reena Yadav	European Economic	2024			Shyam Lal College		

Performance: A Bibliometric Analysis and Future Research Agenda		Letters						
Exploring Factors Influencing Consumer Green Buying Decisions Through Social Media	Reena Yadav	Rabindr a Bharti Univers ity Journal Of Econo mics	2023			Shyam Lal College		
How Well Do You Manage Your Finances	Reena Yadav	Rabindr a Bharti Univers ity Journal Of Econo mics	2023			Shyam Lal College		
Is Spirituality one of the basic marketing Strategy used by Patanjali?	Reena Yadav	Intern ationa l Journa l of Multid iscipli nary Resear ch and Devel opme nt	2017			DDU College, University of Delhi		
Demonetisa tion: Its Impact on Economy and Environmen t	Reena Yadav	Intern ationa l Journa l of Advan ced Engine ering, Mana geme				Deen Dayal Upadhyaya College		

		nt and Science(IJAEMS)						
Green Marketing: Concepts and Implications for Indian Markets	Reena Yadav	International Journal of Multidisciplinary Research and Development	2017			DDU College, University of Delhi		
Six Sigma: The Essence of Modern Manufacturing and Service MNCs	Reena Yadav	Journal of Research in Humanities and Sciences	2016			Trinity Institute of Professional Studies		
Effect of Store Shopability on Store Profitability	Reena Yadav	International Research Journal of Commerce, Business and Social Science	2015			Trinity Institute of Professional Studies		

		es						
Is Guerrilla Marketing a Supplement or a Supplant of Traditional Marketing	Reena Yadav	International Research Journal of Commerce, Arts and Science	2015			Trinity Institute of Professional Studies		

**Books and Chapters in Edited Volumes/Books published, and papers in National /International conference Proceeding per teacher during the Year**

Title of Book/Paper/ Book Chapter	Publisher	National/International	Year
Consumer Affairs and Customer Care (Revised Edition)	JSR Publication	National	2019
Consumer Affairs and Customer Care	JSR Publication	National	2019
Indian Economy	Galgotia Publication	National	2016

**Conference/ Seminar/ Symposium/ Workshop/ Presentation**

Sr. No.	National/ International/state	Topic	Presentation/Attended /Resource Person	Date	Duration	
1.	Presented paper titled “A Bibliometric Analysis of Digital Financial Services” in Joint International Conference on “Re-Imagining Businesses: Leveraging Technology & Green Practices” organised by Gurugram University	A Bibliometric Analysis of Digital Financial Services	Presentation	17 Aug 2023	18 Aug 2023	Conferences
2.	Presented paper titled “Exploring the Dimensions of Corporate Social Responsibility: A Bibliometric Analysis”	Exploring the Dimensions of Corporate Social Responsibility: A Bibliometric Analysis	Presentation	17 Aug 2023	18 Aug 2023	

	in Joint International Conference on “Re-Imagining Businesses: Leveraging Technology & Green Practices” organised by Gurugram University				
3.	Presented paper titled “Analysing the impact of CSR on Financial Performance, Financial Inclusion and Financial Stability in the Indian Banking Sector” in International Conference on “Advanced Research in Technology, Management, Social Science, Sustainable Development & Humanities” organised by DAV Institute of Management.	Analysing the impact of CSR on Financial Performance, Financial Inclusion and Financial Stability in the Indian Banking Sector	Presentation	12 May 2023	13 May 2023
4.	Presented paper titled “Impact of environment, social and governance disclosures on corporate financial performance: A comprehensive review” in Joint International Conference on “Global Challenges: Collaboration, Ethics & Resilience” organised by Gurugram University	Impact of environment, social and governance disclosures on corporate financial performance: A comprehensive review	Presentation	13 Dec 2022	14 Dec 2022
5.	Presented paper titled “Role of Internet Marketing Strategies with Special Reference to Pay-Per-Click Advertising” in 6 <sup>th</sup> National Conference on “Digital India: Recent Paradigm shift in IT, Media and Management” organised by Trinity Institute of Professional Studies	Role of Internet Marketing Strategies with Special Reference to Pay-Per-Click Advertising	Presentation	19 March 2016	19 March 2016
6.	Presented paper titled	Guerrilla Marketing: A	Presentation	21	21 Feb

	“Guerrilla Marketing: A Supplant Not A Supplement of Traditional Marketing” in 5 <sup>th</sup> National Conference on “Innovations in E-Commerce, Management, IT & Media” organised by Trinity Institute of Professional Studies	Supplant Not A Supplement of Traditional Marketing” in 5 <sup>th</sup> National Conference on “Innovations in E-Commerce		Feb 2015	2015	
7.	Attended International Conference of Multinational Enterprise and Sustainable Development organised by Department of Commerce, University of Delhi		Attended	29 Nov 2023	30 Nov 2023	
8.	Attended International Conference on “International Business and Economics of Sapt Sindhu – A Historical Transformation and Global Impact” organised by Shyam Lal College, University of Delhi		Attended	24 Sept 2023	26 Sept 2023	
9.	Attended one day workshop on Financial Literacy: Need, Challenges & Prospects		Attended	21 Nov 2023	21 Nov 2023	
10.	Attended workshop on Curriculum Enrichment and Pedagogies titled “Application of Business Mathematics using Spreadsheet” organised by Janki Devi Memorial College, University of Delhi		Attended	31 Aug 2023	31 Aug 2023	Workshops
11.	Attended International Webinar on “Latest Technologies of Artificial Intelligence in Digital Marketing” organised by Rajdhani College, University of Delhi		Attended	28 Aug 2023	28 Aug 2023	

12.	Attended workshop titled “ Computer Practical in Business Mathematics” organised by Guru Angad Dev Teaching Learning Centre SGTB Khalsa College, University of Delhi		Attended	4 Feb 2017	4 Feb 2017	

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

S.No.	Title of the Project	Funding Agency	Status/Output

**Research Guidance (Ph. D./ M. Phil.)**

	No. of Ph.D. Students	No. of M.Phil. Students
Awarded		
Submitted		
Under Progress		

**Fellowships/Awards /Distinctions/Recognitions**

Year of Award	Name of the Fellowship/Award / Distinction/ Recognition	Designation	Name of the Academic Bodies /Association	International /National/ State

**Incentive to the teachers who receive recognition/awards**

State	National	International

**Association with the Professional Bodies**

	Name of the Organisation	Year
Membership		
Any Other		

**Development of E-Learning Delivery Process/Material**

S.No.	Title of the Module	Recognized by/Submitted at/ Delivered at any government setup
1.	Study material on of Paper titled “ Advertising and Personal Selling”	Submitted at School of Open Learning

**Refresher/ Orientation Programme/ FDP / Other Specialised Courses**

S.No.	Topic	Name of the Organiser	Place	Duration and Year
1.	NEP 2020 Orientation & Sensitization Programme	Centre for Professional Development in Higher Education (UGC-MMTTC), University of Delhi	Online	10 days (2 Jan 2024-11 Jan 2024)
2.	Faculty Induction Program on “ NEP 2020: Pedagogical Imperatives of Higher	University of Delhi	University of Delhi	01 day (01 Dec 2023)



	Education”			
3.	Refresher Course in “Commerce”	Teaching Learning Centre, Ramanujan College, University of Delhi	Online	15 days (31 July 2023-14 Aug 2023)
4.	Faculty Induction/ Orientation Programme	Teaching Learning Centre, Ramanujan College, University of Delhi	Online	30 Days (23 May 203-21 June 2023)

**Declaration**

I do hereby solemnly declare that the information given and the statements made by me are correct and true to the best of my knowledge.

Reena Yadav  
**Signature with Full Name**