




**Faculty Profile**

<b>Title:</b>	<b>First Name:</b> SHRADDHA AGARWAL	<b>Last Name:</b>	
<b>Designation:</b>	ASSISTANT PROFESSOR		
<b>Department:</b>	COMMERCE		
<b>Address:</b>	27 DAYANAND VIHAR , NEW DELHI 110092		
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<b>Web-Page:</b>			

Educational Qualifications (from Bachelor's Degree):			
Degree	Subject	University/ College/Institution	Year
B.COM (H)	COMMERCE	UNIVERSITY OF DELHI	2012
M.COM	COMMERCE	UNIVERSITY OF DELHI	2015
NET-JRF	COMMERCE	UNIVERSITY GRANTS COMMISSION	2014
LLB	LAW	UNIVERSITY OF DELHI	2017
PHD(ONGOING)	MARKETING	MANAV RACHNA UNIVERSITY	ongoing enrolled in Jan 2021

Experience:					
	Name of the University/College/ Institute/Organisation	Designation & Status (Permanent/ Ad-hoc)	From	To	Effective Time Period
Teaching	BHARATI COLLEGE , UNIVERSITY OF DELHI	GUEST	09-02-17	8-3-2017'	1 MONTH
	DEEN DAYAL UPADHYAYA COLLEGE , UNIVERSITY OF DELHI	GUEST	14-08-17	31-01-18	5 MONTHS
	DYAL SINGH COLLEGE(EVENING) , UNIVERSITY OF DELHI	ADHOC	01-02-18	09-12-22	4 YEARS , 10 MONTHS
	SHYAM LAL COLLEGE , UNIVERSITY OF DELHI	PERMANENT	04-05-23	PRESENT	PRESENT
Research/ Corporate					
Consultancy					

Teaching - Learning Process (During the Academic Year 2019-2020)		
Are You using ICT (LMS, E-Resources)?	If Yes, Please give the details below:	
	Name	Total Numbers
E- Resources	UGC MOOCS/ VIRTUAL LEARNING ENVIRONMENT	3
Techniques and Platforms	GOOGLE MEET/FORMS/CLASSROOMS,PPT,PEARDECK,RENDER FOREST,PADLET,QUIZZEZ	5

Career Advancement and Contribution to College Corporate Life ( Last three years till June 2020):				
	Name of the Committee/ Centre/ Society/ Cell	Designation	From	To
Convenor/Member of Committees	Centre for skill Development	member	24-05-23	Present
Any Other Administrative Responsibility (Bursar, Coordinator, Superintendent etc.)				

Areas of Interest/Specialisation:	
S.No.	Areas of Interest/ Specialisation
1	Marketing ( marketing management, advertising and personal selling consumers behaviour international marketing ,impulse buying behaviour)
2	Oranisationl Behaviour
3	Business Laws
4	enteprenurship
5	Cyber Crimes and Laws

S.No.	Subject	S.No.	Subject
1			

**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	
Analysis of Stock Market Performance and Economic Growth in India	Principal Author	Journal of Advances and Scholarly Researches in Allied Education (JASRAE) ISSN:2230-7540	2019	NA	NA	Assistant Professor, Dyal Singh College Evening		3.46	Before June 2018
A Study of Impact of Social Media Marketing on Society	Sole Author	Journal of Advances and Scholarly Researches in Allied Education (JASRAE) ISSN:2230-7541	2019	NA	NA	Assistant Professor, Dyal Singh College Evening		3.46	
									July 2018 - June 2019
									July 2019- June 2020

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

Title of Book/Paper/ Book Chapter	Publisher	National/International	Year	
				Before June 2018
				July 2018 - June 2019
				July 2019- June 2020

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

Sr. No.	National/ International/state	Topic of the Conference/Seminar/Workshop	Paper Presentation/Attend/ Resource Person	Date	Duration	
1	International Conference on Business Innovation, Transformation, Sustainability: Changing Global Paradigm 2023 (BITS-2023)	Packaging wastage on E-Commerce Websites	Paper Presentation given	28-29 April 2023	2 Days	

**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	Desination	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:				
Membership	Name of the Organisation			Year
Any Other	All India Bar Association			2017
Development of E-Learning Delivery Process/Material:				
S.No	Title of the Module		Recognised by/Submitted at/ Delivered at any government setup	
Refresher/ Orientation Programme/ FDP / Other Specialised Courses:				
S.No.	Topic	Name of the Organiser	Place	Duration and Year
1	Basic and Advance Structural Equation Modelling - SEM with Amo.	Manav Rachna University	faridabad	25-26 July 2022
2	Interdisciplinary Studies and Higher Education :Prospects and Challenges	Gandhi Bhawan in colab with Mahatama Hansraj Faculty Development Centre	delhi	26-31 July 2021
3	Hind Swaraj	Dyal Singh College in colab with Mahatama Hansraj Faculty Development Centre	delhi	23-31 Jan 2021
4	Enteprenurship	Asia Pacific Institute of Management	delhi	03-Jul-19
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

  
 ShraddhaAgrawal