



SLC (University of Delhi) Shyam Lal College



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Faculty Profile

Title	Dr	First Name	NEHA	Last Name	BOTHRA	
Designation	ASSISTANT PROFESSOR					
Department	COMMERCE					
Address	Shyam Lal College, University of Delhi, Shahdara, Delhi 110032					
Email	nbothra@shyamlal.du.ac.in					
Web-Page	www.slc.du.ac.in					

Educational Qualification

Degree	Subject	University/ College/Institution	Year
PhD	Finance	Department of Finance and Business Economics (DFBE), University of Delhi	2019
M.Com	Commerce	Department of Commerce, Delhi School of Economics, University of Delhi	2011
B.Com	Commerce	Lakshmibai College, University of Delhi	2009

Experience

	Name of the University/College/ Institute/Organisation	Designation & Status (Permanent/Ad-hoc)	From	To	Effective time period
Teaching	Shyam Lal College, University of Delhi	Assistant Professor	May 2023	Till date	1Year (Approx.)
	Shyam Lal College, University of Delhi	Assistant Professor	Aug 2015	May 2023	7Years 8Months
	Shyam Lal College, University of Delhi	Assistant Professor	Jan 2012	Jul 2013	11Months (Approx.)
Research/ Corporate	N.A.				
Consultancy	N.A.				

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	Lesson-6 Managing Foreign Operations, Semester III, MBA (Finance), Module 7404-International Financial Management, ISBN- 978-81-19417-88-9, Department of Distance and Continuing Education, University of Delhi, Taxmann	01

	Publications 2023 208 https://web.sol.du.ac.in/info/mba-semester-iii	PP	166-
Techniques and Platforms	N.A.		

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	Institution's Innovation Council	Member	2020	2024
	Research and Development Cell	Member	2023	2024
	Debating Society	Member	2021	2023
	Centre for Industry Interaction	Member	2022	2023
Any Other Administrative Responsibility (Bursar, Coordinator, Superintendent etc.)	N.A.			

Areas of Interest/Specialisation

S.No.	Areas of Interest/ Specialisation
1	Corporate Finance
2	Valuation of Intangibles
3	Investment Management
4	Luxury Industry

Subjects Taught

S.No.	Subject	S · N o.	Subject
1	Financial Management	5	Financial Literacy
2	Fundamentals of Investment		
3	International Business		
4	Finance for Everyone		

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 - I n d e x	Institutional affiliation as mentioned in the publication	Number of citations excluding self-citations	Impact factor, if any
Is CSR still optional for Luxury Brands? Or they afford to ignore it	Gupta, S. & Bothra, N.	International Journal of Experimental Research and Review	Nov, 2023			Assistant Professor, SLC	0	0.324
Pandemic and Indian Education: Evolving Perspectives from	Kar, M & Bothra, N.	EVERGREEN Joint Journal of Novel Carbon Resource Sciences & Green Asia Strategy	Mar, 2023			Assistant Professor, SLC	0	0.357
Impact of Intangible Determinants on ROE: An Empirical Study of Luxury Industry	Jain, N. & Bothra, N.	Finance India	Jun, 2022			Assistant Professor, SLC	0	0.131
DuPont Analysis of	Gupta, S.	Indian Journal of	Oct-			Assistant	0	0.232

Luxury Industry and Market Portfolio: A comparative study	& Bothra, N.	Finance	Nov, 2020		Professor, SLC		
Financial performance of luxury market: A study of pre and post financial crisis 2007-08	Jain, N. & Bothra, N.	Indian Journal of Finance	Jan, 2016		Assistant Professor, SLC	2	0.232
Louis Vuitton, Gucci and Audi: Luxury Retail Sector in India: Will it Grow or Go?	Bothra, N.	Indian Journal of Marketing	Jun, 2014		PhD Candidate, DFBE, University of Delhi	1	0.243

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
Artificial Intelligence as a Future Aspiration and Projection for Sustainable Development	Bloomsbury India, PP 197-213	International	Jul, 2019
Performance of Brands in Luxury market: A study of financial crisis	Manakin Press, India, PP 189-202(Sole author)	International	Feb, 2017
Luxury Market in India: In Search of Sunshine	The Convergence, DSPSR, IPU, Delhi (Sole author), PP 518-544	National	Jan, 2014
Can Economic Vision of Mahatma make him a Transformational Leader?	Excel Printing Universe, PP 244-252(Sole author)	National	Aug, 2013

Conference/ Seminar/ Symposium/ Workshop/ Presentation

Sr. No.	National/ International/state	Topic	Presentation/ Attended /Resource Person	Date	Duration	Conferences
1	<i>6th International Conference of Multinational Enterprises and Sustainable Development (MESD '23) Association</i>	From Barter to Bots: India's Trade Tale Across the Ages at the	Presentation	Nov 29-30, 2023	30 Min	
2	<i>International Conference on Bharatiya Business Practices: A road map to future sustainability</i>	Indus, India and Innovations: A Journey through the Ages	Presentation	Mar 17-18, 2023	30 Min	
3	<i>International Conference on Advances in Business and Management</i>	Unrecognized Intangibles for Tangible Valuation	Presentation	Mar 4-6, 2021	30 Min	
4	<i>National Conference on India Finance Conference</i>	Intangibles in luxury industry: Value relevance and recognition by accounting standards	Presentation	Dec 19-21, 2019	30 Min	
5	<i>International Conference on Disruption in Business: Embracing the Age of Digitalisation</i>	Value Relevance of Intangibles: A need of recognition by Accounting Standards	Presentation	Mar 29-30, 2019	30 Min	
6	<i>International Conference on Start-up to Sustainability: Initiatives and Challenges</i>	Financial Returns of Intangibles in Luxury Market	Presentation	Nov 4-5, 2016	30 Min	
7	<i>International Conference on Sustainable Business Models</i>	IBSA stock market linkages: Making investments resilient to crisis	Presentation	Mar 16-17, 2016	30 Min	
8	<i>International Conference on Marketing in Emerging Economies</i>	Performance of Brands in Luxury market: A study of financial crisis	Presentation	Feb 18, 2016	30 Min	
9	<i>Leveraging Business: Discovering New Horizons</i>	Indian Luxury Market: From Bond Street to DLF	Presentation	Apr 12-13, 2014	30 Min	

		Emporio			
10	<i>International Seminar on Economy, Enterprise, and Employment</i>	Luxury Market in India: in Search of Sunshine	Presentation	Jan 3-4, 2014	30 Min
11	<i>International Conference on Marketing and Business Strategy</i>	The Power of Retailing Luxury in India: From Myth to Reality	Presentation	Aug 8-9, 2013	30 Min
12	<i>National Seminar on Politics, Leadership and Democracy in India</i>	Can Economic Vision of Mahatma make him a Transformational Leader?	Presentation	Mar 11-12, 2013	30 Min
13	<i>International Seminar Exploring Gandhian World Order</i>	Mahatma to Manmohan: Charkha or Carrefour	Presentation	Jan 28-29, 2013	30 Min

Workshops

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

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

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

	No. of Ph.D. Students	No. of M.Phil. Students
Awarded	N.A.	
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
2013-15	Junior Research Fellowship	Scholar	UGC	National

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

Refresher/ Orientation Programme/ FDP / Other Specialised Courses

S.No.	Topic	Name of the Organiser	Place	Duration and Year

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.



(Dr Neha Bothra)

Signature with Full Name