



# SLC (University of Delhi) Shyam Lal College



NAAC A++

## Faculty Profile

Title	Ms.	First Name	Swati	Last Name	Photograph
Designation		Assistant Professor			
Department		Commerce			
Address		Plot 9 A ground floor, Govind Puram Ghaziabad 201013			
Email		<a href="mailto:s.comm@shyamlal.du.ac.in">s.comm@shyamlal.du.ac.in</a>			
Web-Page		<a href="http://www.slc.du.ac.in">www.slc.du.ac.in</a>			

### **Educational Qualification**

Degree	Subject	University/ College/Institution	Year
B.com	Commerce	S. D. Degree College, C.C.S. University, Meerut	2004
MBA	Management	Institute of Technology and Science Ghaziabad, UPTU	2008
NET JRF	Management	UGC	2012

### **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	Permanent	May 4,2023	Till date	
	Shyam Lal college, University of Delhi	Ad-hoc	February 25, 2013	May 3, 2023	
	Institute of Management Studies Noida	Permanent	September 2011	Feb 13, 2013	
	Raj Kumar Goel Institute of Technology, Ghaziabad	Permanent	August 2009	July 2011	
	Ishan Institute of Management and Technology, Greater Noida	Permanent	July 2008	May 2009	

Research/ Corporate					
Consultancy					
<b>Teaching-Learning Process (Academic Year 2022-23 Onwards)</b>					
Are You using ICT (LMS, E- Resources)?	If yes, please give the details below:				
	Name			Total Numbers	
E-Resources	PPTs/ Google Meet/ Video Links				
Techniques and Platforms					
<b>Career Advancement and Contribution to College Corporate Life (2022-23 Onwards)</b>					
	Name of the Committee/ Centre/ Society/ Cell	Designation	From	To	
Convenor/Member of Committees	Central Admission Committee	Member	2024	Till Date	
	Conference Allowance & Students Fund Allocation Committee	Member	2023	Till Date	
	E-Cell	Member	2023	Till Date	
	Equal Opportunity Cell	Member	2022	Till Date	
	Alumni Committee	Member	2022	Till Date	
	Centre for Industry Interaction (CII)	Member	2022	Till Date	
	Time Table	Member	2023	2024	
	Academic Affairs & Monitoring Committee	Member	2022	2024	
	Placement Cell	Member	2022	2023	
	Debating Committee	Member	2022	2023	
	University Chef	Member	2022	2023	
	Website	Member	2022	2023	
Any Other Administrative Responsibility (Bursar, Coordinator, Superintendent etc.)	Social Media Handler				
	National Assessment and Accreditation Council (NAAC Cycle 2) (Criterion 5)				
	National Institutional Ranking Framework (NIRF)				
	Annual Quality Assurance Report (AQAR)				
	Undertaking Transformative Strategies and Actions in Higher Education (UTSAH)				

<b>Areas of Interest/Specialisation</b>									
S.No.	Areas of Interest/ Specialisation								
1	Marketing, Advertising								
2	Business Law								
<b>Subjects Taught</b>									
S.No.	Subject				S.No.	Subject			
1	Advertising & Personal Selling				6	Principles of Management			
2	Communication in Management				7	Business Organization and Management			
3	Management Principles and Applications				8	Principles of Marketing			
4	Business Organization				9	Business Law			
5	HRM				10	Auditing			
<b>Publications: Citation Index in Scopus/Web of Science or Pub Med/ Indian Citation Index</b>									
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	
<b>Books and Chapters in Edited Volumes/Books published, and papers in National /International conference Proceeding per teacher during the Year</b>									
Title of Book/Paper/ Book Chapter			Publisher	National/International		Year			
A Study on Effectiveness of online marketing			International Research Journal of Management Science and Technology	International		2022			
Consumer Behaviour & Marketing in Rural Areas: Challenges			International Research Journal of Management Science and Technology	International		2021			
<b>Conference/ Seminar/ Symposium/ Workshop/ Presentation</b>									
Sr. No.	National/ International/state	Topic		Presentation/Attended /Resource Person	Date	Duration			
1	National	Rashtriya Shiksha Niti		Attended	Nov. 1, 2022	1 Day	Conferences		
2	International	"Indian Knowledge System: Integration		Attended	14 July	1 Day			

		and Internationalization”		2022		
3	International	Bhartiya Business Practices: A Roadmap to Future Sustainability	Presentation	April 17-18, 2023	2 Days	
4	International	6th International Conference of Multinational Enterprise and Sustainable Development (MESD'23) Association	Attended	29th Nov. 2023 30th Nov. 2023	2 Days	
5	One day workshop	Gurushala and K R Manglam University	Attended	Dec 7, 2022.	1 Day	
6	Three Days National Workshop	Department of Commerce, Rajdhani College, University of Delhi	Attended	Spt. 12-14 2022	3 Days	
7	Workshop	Usage of Corporate and Economic Databases for Business Decisions and Research	Attended	9th Nov. 2023	1 Day	<i>Workshops</i>
8	Workshop	National Level Workshop on Academic Integrity and Prevention of Plagiarism	Attended	16th July 2023 18th July 2023	3 Days	
<b>Research Projects/ Innovation Projects (Major Grants/Research Collaboration)</b>						
S.No.	Title of the Project		Funding Agency		Status/Output	
<b>Research Guidance (Ph. D./ M. Phil.)</b>						
			No. of Ph.D. Students		No. of M.Phil. Students	
Awarded						
Submitted						
Under Progress						
<b>Fellowships/Awards /Distinctions/Recognitions</b>						
Year of Award	Name of the Fellowship/Award/ Distinction/ Recognition	Designation	Name of the Academic Bodies /Association	International /National/ State		

2012	JRF			
<b>Incentive to the teachers who receive recognition/awards</b>				
State		National		International
<b>Association with the Professional Bodies</b>				
		Name of the Organisation		Year
Membership				
Any Other				
<b>Development of E-Learning Delivery Process/Material</b>				
S.No.	Title of the Module			Recognized by/Submitted at/ Delivered at any government setup
<b>Refresher/ Orientation Programme/ FDP / Other Specialised Courses</b>				
S.No.	Topic	Name of the Organiser	Place	Duration and Year
1	FDP on Emerging Trends and Challenges in Higher Education and Research.	IQAC, SLC, DU.		18th April 2022 to 22nd April 2022
2	Orientation Programme for Faculty	Teaching Learning Centre, Ramanujan College in collaboration with Army Institute of Education under the aegis of PMMMNTT (Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching), MOE	Online	23 May 2023 to 21 June 2023
3	5 Days offline Short-Term Programme (STP) on World Law Prospects	Department of Commerce, Delhi School of Economics, University of Delhi in collaboration with World Constitution and Parliament Association (WCPA)	Online	26th June 2023 to 30th June 2023
4	Faculty Development Program	Raj Kumar Goel Institute of Technology, Ghaziabad	Ghaziabad	April 3, 2023 April 7, 2023
5	One Week Online Faculty Development Programme on "Skill Enhancement Courses (Digital Marketing, Personal Financial Planning and Innovation & Entrepreneurship"	Department of Commerce, Sri Venkateswara College, DU in collaboration with Mahatma Hansraj Malaviya Mission Teacher Training Centre (MH-MMTTC), Hansraj College, University of Delhi	Online	1st Feb. 2024 to 7th Feb. 2024
6	One Week Online Faculty Development Programme Proactive Governance for Viksit Bharat @2047	Department of Commerce & IQAC, Shyam Lal College, University of Delhi in collaboration with Malaviya	Online	19th Jan. 2024 to 25th Jan. 2024


		7Mission Teacher Training Centre (Formerly UGC - HRDC), Jamia Millia Islamia.		
7	One Week Online Faculty Development Programme on “Integrating Sustainability in Higher Education”	Department of Commerce & IQAC, Shyam Lal College, University of Delhi in collaboration with Mahatma Hansraj Malaviya Mission Teacher Training Centre (MH-MMTTC), Hansraj College, University of Delhi.	Online	11th Dec. 2023 to 16th Dec. 2023
8	Faculty Induction Programme NEP 2020: Pedagogical Imperatives of Higher Education	University of Delhi	University of Delhi	1 <sup>st</sup> December 2023
9	5 Days FDP on Scale Development (EFA & CFA)	Sharda School of Business Studies, Sharda University, Greater Noida, India.	Sharda School of Business Studies, Sharda University, Greater Noida, India.	20th Nov. 2023 to 24th Nov. 2023
10	Teachers Summit, National Education Policy 2020: Role of the Teacher	Vidya Bharati Uchcha Shiksha Sansthan	AICTE Auditorium, New Delhi	4th Nov. 2023
11	One Week Interdisciplinary Faculty Development Programme on “Financial Literacy & Wealth Management”	Kirori Mal College, University of Delhi & Committee for promotion of Financial Literacy in collaboration with Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi.	Online	16th Oct. 2023 to 21st Oct. 2023
12	Two-week Refresher Course in Commerce	Teaching Learning Centre and Department of Commerce, Ramanujan College, University of Delhi in collaboration with SST College of Arts and Commerce Ulhasnagar, Maharashtra under the aegis of PMMMMNMTT (Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)	Online	31st July 2023 to 14th August 2023
13	Two Weeks, International Faculty Development Programme on “Fostering the Discipline: An Exploration into Multifaceted Research Approaches in Economics”	Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi.	Online	3rd July 2023 to 18th July 2023
14	Valedictory Ceremony of Centenary Celebrations of DU Chief Guest Shri Narendra Modi (PM)	Vice Chancellor, University of Delhi	MPH DU Sports Complex	30 <sup>th</sup> June 2023

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### **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.

### **Signature with Full Name**

A square box containing a handwritten signature in black ink. The signature is stylized and appears to be the name 'Swati'.

Swati