



INDU

M. Com, NET, B.Ed

ASSISTANT PROFESSOR

9.5 years teaching experience

9971899829

- 7 publications in reputed journals
- 4 invited presentations
- 16 National Workshops attended
- External examiner Delhi University for B.com (Hons) & B.com paper in 2017,2018,2019
- Member of Indian Accounting Association
- Member of Indian Commerce Association

1. *Published a paper titled “Service Marketing” in “Global Journal of Finance and Management” volume 5 No.3 2013 ISSN 0975-6477*
2. *Published a paper titled “Need Marketing Strategies in Today’s World” in International Journal of Marketing Theory” July-Dec 2013 volume 3 No 2 ISSN 2230-889*
3. *Published a paper titled “Mobile Marketing-New Approach in Marketing” in “Global Journal of Management and Business Studies” volume 3 No.3 2013 ISSN 2248-9878*
4. *Published a paper titled “The Role of Consumer Happiness in Relationship Marketing” in “Global Journal of Management and Business Studies” volume 3 No.4 2013 ISSN 2248-9878*
5. *Published a paper in book “Development Of Life Insurance Sector In India” titled “Review Study Of Life Insurance In Public And Private Sector” ISBN: 978-81-8329-683-0 , page no. -77-89*
6. *Published a paper in “International Multilingual Research Journal” titled “ A Study of job related stress among adhoc teachers in various government teaching institution of Delhi” ISSN : 2319 9318 page no - 16 -18*
7. *Published a paper in “Academic Social Research” - international research journal titled “Study of customer satisfaction in Health Service” ISSN : 2456-2645, page no : 67- 81*