



Dr Rajeev Kaur,
Associate Professor, Deptt. Of commerce

Profile/Qualification

M Com, M Phil, Ph. D

Dr Rajeev Kaur is an Associate Professor in the department of commerce at Aditi Mahavidyalaya, University of Delhi. She did her graduation and Post-graduation from Hindu College, University of Delhi and M. Phil from Delhi School of Economics, University of Delhi. She was awarded Ph. D degree for her thesis on Study of organisational change and development programmes of Kalyani group of industries. Her area of specialisation is Finance and Accounting. She is having almost 23 years of experience in the field of teaching.

Area of specialization : Financial management

Publications /Books authored

Published a paper on “Perception of consumers towards Deceptive Advertising” (www.jetir.org(ISSN-2349-5162) in November 2018,volume 5 issue 11.

Co-authored a text book on “Fundamentals of financial management” for B.COM (H) prescribed in the syllabus of DU by UGC (7th edition 2019) ISBN-81-7198-191-7.

Co-authored a text book on “Basic financial management for BCOM prescribed under in the syllabus of DU by UGC (6th edition 2019) ISBN-81-7198-170-4.

Papers presented

Presented and published a paper on “Sports-marketing-A case study of Indian premier league(IPL)at International conference organised by All india association of sports for all on 28 sep.2012 at Amity University(conference 26 sep.-30 sep 2012)(abstract book and proceedings)

Presented a paper on “Activity based costing in service industry-An Indian Experience” at 9th International conference on Emerging issues in Accounting and finance held at Jaipur organised by research development association in collaboration and Rajasthan chamber of commerce and industry, Jaipur at hotel Clarks Amer(conference proceedings).

Research Guidance

Guidance provided to the students of B.com(h) third year for many years for preparing their Projects(as a part of B.com(H) -Project work)

Administrative Experience

Officiating incharge (Principal office) for one month

Bursar of the college from Dec.2000 toMay2002

Teacher representative, Governing body of the college in July 2000-July 2001

Secretary staff council 2007-2008

Secretary, teacher’s association of the college(AMTA) in 2000-2001

Co-ordinator IQAC 2014-15

Member NAAC committee 2016-17

Teacher incharge 2010-11,2015-16

Convenorship of Purchase committee, Provident Fund committee, Admission committee, Examination committee , Cultural committee, WDC, Skill development cell and Extension lecture series.

Co-convenorship of Purchase committee, PF committee, Examination committee, Student union advisory committee, Cultural committee, Prospectus committee, Placement cell, IT committee, Environment committee, Annual Day committee

Membership of Professional bodies

Executive member of Indian Accounting Association (IAA) Delhi chapter(membership no.DH-62)

Life member of Indian Commerce Association (ICA) membership no.D-398.

Member of All India management Association (AIMA) membership no.M201921241

Research Projects (Major Grants/Research Collaboration)

A Major Innovation project titled “Bridging the gap from Corporate to Common: Building an umbilical cord relationship” funded by University of

Delhi was successfully completed in 2012-13 (with 3 other PI's)

Contact information

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