




Aditi Mahavidyalaya

Faculty Details



Title	Ms.	First Name	LOVELY	Last Name		Photograph
Designation	ASSISTANT PROFESSOR					
Department	COMMERCE					
Address	BLOCK D2, HOUSE NO. 44,KUNWAR SINGH NAGAR, NANGLOI, DELHI-110041					
Phone number	8588095943					
Email	lovely@aditi.du.ac.in					
Web-Page						
Educational Qualifications						
Degree	Institution				Year	
U.G.C NET	U.G.C				2016	
M.COM	DELHI UNIVERSITY				2016	
B.COM	DELHI UNIVERSITY				2014	
Career Profile						
<ul style="list-style-type: none">Pursuing PH.D from Jagannath University, Bahadurgarh, Haryana.Worked as Accounts assistant from June 2016 to July 2017 in Translational Health Science and Technology Institute, an Autonomous institute of Department of Biotechnology , Ministry of Science and technology , Govt. of India .Currently working as Assistant Professor in Department of Commerce, Aditi Mahavidyalaya ,University of Delhi since 2017						
Administrative Assignments						
<ul style="list-style-type: none">Co-Convenor in Prospectus CommitteeMember in NAAC, Vidya Vistar Committee, Extensive Lecture Series Committee, Annual report committee, IT committee, Website committee, Examination Committee						
Areas of Interest / Specialization						
<ul style="list-style-type: none">MarketingLawFinance						
Subjects Taught						

- Business Organisation & Management
- Business Mathematics & Statistics
- Financial Accounting (Tally Practical)
- Cost Accounting
- Business Law
- E Commerce
- Computer Application In Business
- Principles Of Marketing
- Personal Selling And Salesmanship

Research Guidance

N.A

Publications Profile

Research papers

- **Lovely (2020) “Recent trends and innovation in rural marketing” *Journal of Emerging Technologies and Innovative Research ,JETIR, Vol 7 Issue 2, PP 117-121 , ISSN: 2349-5162***
- **Lovely(2022) “A study of various challenges, prospects and current status of Digital Toll Payment system” *International Journal of Current Science, IJCS, Vol 12,PP 234-248 , ISSN-2250-1770***
- **Lovely (2022) “ A study of Impacts of Covid-19 on NETC fastag system” *International Journal of Research in Management & Social Science” Vol 10 Issue 3, ISSN: 2322-0899***

Conference Organization/ Presentations (in the last three years)

- **Lovely (2019) “E Waste: Effect on environment and human health in India” UGC sponsored National conference on “E waste Management and Swachh Bharat Mission, ISBN no. : 978-93-82122-42-5**
- **Lovely (2022) “A study of eco-system services management by Municipal Corporations In Haryana’. *International conference on Recent trends in Science, technology, Management & Humanities. ISBN: 978-93-5457-795-6***

Research Projects (Major Grants/Research Collaboration)

N.A

Awards and Distinctions
N . A
Association With Professional Bodies
Member of Indian Commerce Association (ICA) Membership no --- D447
Other Activities
<ul style="list-style-type: none"> • Organising committee member in U.G.C sponsored national conference on “Recent advances in chemical sciences towards green and sustainable environment: Swach Bharat Abhiyan Perspective” organized by Aditi Mahavidyalaya, Bawana, Delhi University • Organizing team in UGC sponsored National Conference on E-waste management & Swach Bharat Mission organized by Aditi Mahavidyalaya on 10April 2019 University of Delhi • Programme Coordinator of short term course on “Creative Writing “ organized by UDAAN in association with Aditi Mahavidyalaya