



## Aditi Mahavidyalaya

### Faculty Details



Title		First Name	Rajeev	Last Name	Kaur	Photograph
Designation	Professor					
Department	Commerce					
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Web-Page						
<b>Educational Qualifications:</b>						
Degree	Institution				Year	
BCOM(H)	Hindu College (UniversityOf Delhi)				1983	
M.COM	Hindu College (UniversityOf Delhi)				1985	
M.PHIL	Delhi Schoolof Economics (Universityof Delhi)				1991	
Ph.d	CCS University				2005	
<b>Career Profile</b>						
She is having more than 24 years of experience in teaching to B COM(H) and B.COM students.						
<b>Administrative Assignments</b>						
<ul style="list-style-type: none"><li>❖ Officiating in-charge (Principal office) for one month (2007-2008)</li><li>❖ Bursar of the college from Dec.2000 toMay2002</li><li>❖ Teacher representative, Governing body of the college (July 2000-July 2001)</li><li>❖ Secretary staff council 2007-2008</li><li>❖ Secretary, teacher's association of the college (AMTA) in 2000-2001</li><li>❖ CoordinatorIQAC (2014-15,2015-16)</li><li>❖ Member NAAC committee (2016-17)</li><li>❖ Teacher in-charge (2004-05,2010-11,2015-16 ,2021-22)</li><li>❖ Executive member, Governingbody Aditi alumni association</li><li>❖ Member, Alumni committee (2021-22,2022-23)</li><li>❖ Member, NEP implementation committee (2022-23)</li><li>❖ Member, Anti ragging committee (2022-23)</li></ul>						

**Convenorship:**

- ❖ Purchase committee (2019-20)
- ❖ Provident Fund committee (2000-2001,2003-2004,2014,15)
- ❖ Admission committee (2005-2006)
- ❖ Examination committee (2003-2004)
- ❖ Cultural committee (2008-2009,2013-14)
- ❖ WDC (2010-11)
- ❖ Skill development cell (2015-16,2016-17)
- ❖ Extension lecture series (2018-19)

**Co-convenorship:**

- ❖ Purchase committee (2016-17,2017-18,2018-19)
- ❖ PF committee (2002-2003)
- ❖ Examination committee (2002-2003,2017-18)
- ❖ Student union advisory committee (2006-2007)
- ❖ Cultural committee (2008-9,2013-14)
- ❖ Prospectus committee (2012-13,2016-17)
- ❖ Placement cell (2004-5,2017-18,2018-19,2019-20,2020-21)
- ❖ IT committee (2017-18)
- ❖ Environment committee (2012-13,2013-14,2014-15)
- ❖ Vidya vistar committee (2020-21,2021-2022)
- ❖ Research advisory committee (2021-2022, 2022-2023)
- ❖ Annual Day committee (2011-12 ,2015-2016,2016-2017)

Areas of Interest / Specialization

Finance and Marketing

Subjects Taught

- ❖ B COM(H) 5<sup>th</sup> Sem. (CBCS) Fundamentals of Financial Management, (DSC)
- ❖ B.COM 5<sup>th</sup> Sem (CBCS) Fundamentals of Financial Management (DSE)
- ❖ B COM 6<sup>th</sup> Sem (CBCS) Organizational Behavior (DSE)
- ❖ B.COM 6<sup>th</sup> Sem (CBCS) Advertising, Personal selling and salesmanship (SEC)

#### 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)

#### Research Papers (Web link to the paper, if online available, or pdf of the paper)

- ❖ Research paper on “Sports marketing-A case study of Indian premier league (IPL)” published in Global education, society and development in Dec. 2012 (ISSN 0975-1319)
- ❖ Research paper on “Organization behavior: Importance of leadership and motivation in management” IJMALE in 2015 (ISSN -2394-661X)
- ❖ Research Paper on “The Business of communicating: Road blocks and the Road ahead” in International journal of management, administration, leadership & education in 2017 (ISSN 2394-661X)
- ❖ Research paper on “Perception of consumers towards Deceptive Advertising” in JETIR in 2018 (ISSN 2394-5162)
- ❖ Research paper on “contemporary marketing concepts: innovations, opportunities & threats” published in IJMAL&E in 2019 (ISSN 2394-661X)
- ❖ Research paper on “Relationship between financial leverage and value of firm: An empirical study of select Information technology companies of India” in ANVESAK in 2021 (ISSN 0378-4568)
- ❖ Research paper on “Understanding conflict in management: Nature, levels, issues involved and effective strategies” in Journal of national development in 2021 winter (0972-8309)
- ❖ Research paper on “A selective study of the Indian automobile sector for the presence of women directors in the board room” in JM&E in oct-dec. 2021 (ISSN-

2229-5348)

- ❖ Research paper on “Is gender diversity significant in affecting financial performance of a firm? The case of Indian automobile industry in Journal of commerce and Trade in April 2022(ISSN-0973-4503,E-ISSN 2454-1702)
- ❖ Research paper on “Power& politics-Pivots around which management revolves: An insight” in Contemporary social sciences in march 2022 (ISSN 0302-9298)

#### Books Published

- ❖ Co-authored a text book on “Financial Management” for B.COM (H) published by Scholar tech press (8<sup>th</sup> edition 2021) ISBN-978-93-87273-43-6.
- ❖ Co-authored a text book on “Basic financial management for BCOM prescribed under the syllabus, published by Scholar tech press (6<sup>th</sup> revised edition 2020) ISBN-978-93-87273-42-9

#### Conference Organization/ Presentations

- ❖ 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 organized by research development association in collaboration and Rajasthan chamber of commerce and industry at Jaipur
- ❖ Presented a paper on “Empowering women” at UGC sponsored national conference organized by Aditi Mahavidyalaya, University of Delhi on 28<sup>th</sup> aug,2019
- ❖ Presented a paper on “Study on gender diversity: The board room of Indian Automobile Industry” at 43<sup>rd</sup> All India Accounting conference &International seminar on accounting education & research organized by Indian Accounting Association Hyderabad Branch. (18-19Dec.,2021)
- ❖ Presented a paper entitled “Role of socially Responsible business practices in India

for peace building and conflict management at international conference organized by Aditi Mahavidyalaya in collaboration with media Adhyayan Kendra New Delhi sponsored by ICSSR on 27<sup>th</sup> June 2022 at Bhartiya Vidya Bhawan New Delhi

- ❖ Presented a paper entitled “Mudra Yojana-A step towards empowering women entrepreneurs in India “in two day National Conference on “Reconnaissance of resilience, re-emergence, strengthening and rebuilding of nation sponsored by ICSSR organized by Aditi Mahavidyalaya on 19-20<sup>th</sup> January 2023 at conference center University of Delhi.
- ❖ Chaired a session on “SWASTHA BHARAT” in National conference on “reconnaissance of resilience-emergence, strengthening-building of the nation” on 19-20 January 2023 at conference center.

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

A Major Innovation project titled “Bridging the gap from Corporate to Common: Building and umbilical cord relationship” funded by University of Delhi was successfully completed in 2012-13 (with 3 other PI's)

#### Awards and Distinctions

N.A.

#### Association With 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 AIMA membership no. M-201921241
- ❖ **Membership for curriculum development:**
- ❖ Member of sub -committee on “FINANCE” formed by the Department of commerce, Faculty of commerce and Business, University of Delhi to formulate Under Graduate Curriculum Framework (UGCF-2022) based on NEP-2020 during April-May 2022
- ❖ Member of sub-committee on “MARKETING” formed by the department of commerce, Faculty of Commerce and Business, University of Delhi to formulate Under Graduate Curriculum Framework (UGCF-2022) based on NEP-2020 during April-May 2022.

- ❖ Participated in Faculty Empowerment Workshop organized by Guru Angad Dev Teaching Learning center and Indian accounting association Delhi chapter for Commerce Teachers for teaching new CBCS Course Computer Practical in Business Mathematics. (4<sup>th</sup> feb 2017)
- ❖ Successfully completed Faculty Training Program on “Development and delivery of course using Moodle and Google app. for teaching” organized by IQAC Cell, Aditi Mahavidyalaya. Univ. of Delhi (10<sup>th</sup> aug-14 aug,2020)
- ❖ Successfully completed (Grade A+) Two week Interdisciplinary and multilingual Refresher course /FDP on “Managing online classes & co-creating MOOCS 4.0. Online organized by Teaching Learning Centre, Ramanujan College under Ministry of Education under PMMMMNMTT. (11<sup>th</sup>-26<sup>th</sup> march,2021)
- ❖ Successfully completed (with grade A) one week online national faculty development program on “The Road Ahead: NEP and pedagogies” organized by Guru Angad Dev Teaching Learning Centre, Univ. of Delhi under PMMMMNMTT of Ministry of Education and SGND Khalsa college, Univ. of Delhi.(1<sup>st</sup> April-5<sup>th</sup> April,2021)
- ❖ Successfully completed Two Week online Interdisciplinary FDP organized by ANDC, Univ. of Delhi in collaboration with mahatma Hansraj center. on “From Research to Publication” Mahatma Hansraj Faculty Development Centre under the aegis of PMMMMNMTT, a center of MoE, Govt. of India. (5<sup>th</sup>-17<sup>th</sup> April,2021)
- ❖ Successfully completed One-week online FDP on “National Education Policy 2020 : Implementation & Challenges Online organized by Aditi Mahavidyalaya in collaboration with Mahatma Hansraj Faculty Development Centre under the aegis of PMMMMNMTT, a Centre of MoE, Govt. of India.(6<sup>th</sup> sep-11<sup>th</sup> sep 2021)
- ❖ Successfully completed One Week (Online) Faculty Development Program on “Implementation of National Education Policy 2020 using Innovative Teaching Methods” organized by Department of Commerce, Sri Venkateshwara College and Department of Commerce, Hansraj College in collaboration with Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi. (30<sup>th</sup> may-4<sup>th</sup> June 2022)

## SHORT TERM COURSES

- ❖ Successfully completed Short Term Course on “Academic leadership and Resource Management” (online mode) organized by CPDHE, UGC-HRDC, University of Delhi. (16<sup>th</sup> June-22<sup>nd</sup> June 2022)
- ❖ Completed 5-day short term program on “Financial literacy” (online mode) organized by Department of commerce in collaboration with ILL and Association of Mutual fund in India. (30<sup>th</sup> Jan-3<sup>rd</sup> Feb, 2023)

## **Student Related Activities**

### **Coordinator of courses**

- ❖ As nodal officer of Skill development cell, course on “Mutual Fund Agent” (MFA) was launched and successfully completed by 43 students (duration 100hrs) as per MOU signed between University of Delhi, NSDC and PMKVY an Initiative of Ministry of Skill development and Entrepreneurship, to provide skill-oriented training to the students. (2015-16)
- ❖ Convener of the short-term course on ‘Cyber security Essentials’ which was conducted as per MOU signed between our college and NIIT Foundation. 25 students have completed this course of 30 hours. (2021-22)
- ❖ Coordinator of 72 hours course on “Tally” was organized and 13 students of B.COM (h) successfully completed as per the MOU between University of Delhi and Tally India Pvt.Ltd (2007)

## **Student related co-curricular, Extension and Field Based Activities**

**As TIC Workshops/Webinar organized as (TIC commerce):**

**( 2021-22)**

- ❖ **Webinars on:**
- ❖ Stock markets
- ❖ Career as company secretary
- ❖ Impact of covid on Aviation Industry-current scenario and career opportunities in the sector
- ❖ Financial literacy & Investors education through gamification
- ❖ Orientation program for freshers
- ❖ Two-day workshop on TALLY PRIME
- ❖ Trading in real world

- ❖ Interactive session with our alumnae and webinar on “Positive organizational behavior: Application of positive psychology at work
- ❖ How to become an asset
- ❖ E vanijayam -Commerce fest
- ❖ E-paper (cybercrime and frauds)
- ❖ E poster (artificial intelligence)
- ❖ E biz(business plan)
- ❖ Virtual industrial visit to Yakult Danone
- ❖ Mou signing and orientation program for short term course on Cyber security essentials. (physical mode)
- ❖ How to crack case study
- ❖ Career options after graduation
- ❖ Advertising in digital era-trends during covid

(2015-16)

- ❖ Workshop on “TALLY ERP- 9”
- ❖ Lecture on ‘Challenges for millennium corporate managers’
- ❖ Two -day workshop on ADVANCE EXCEL
- ❖ Lecture on “Ethical issues in advertising”
- ❖ Vanijayam -Commerce fest:
- ❖ Ad- Mad show
- ❖ Poster making on G-20 theme
- ❖ G-20 activity
- ❖ E -poster making on Make in India
- ❖ Industrial Visit to Small scale unit of block printing at Jaipur
- ❖ Special lecture on “Trading activities of Rajasthan” organized at Rajasthan chamber of commerce, Jaipur

❖ (2010-11)

- ❖ Workshop on SEBI and Online Trading
- ❖ Poster making
- ❖ Just a minute competition



- ❖ Commerce Quiz
- ❖ Lightening war-Volley ball match between outgoing batches of B com and B com(h)
- ❖ Magazine “COMMERCIA” launched

#### **Skill development cell**

- ❖ “Mutual fund agent” course was (100hrs) was initiated and completed successfully under MOU signed between University of Delhi and NSDC under PMKVY. Batch of 44 students completed this course.
- ❖ Seminar on “online preparation of Bank PO exam was organized
- ❖ Special lecture on MOOCS was organized
- ❖ Organized ICDL digital India challenge with online test

#### **Extension lecture series**

- ❖ Workshop on “Young Adulthood-Handling relationships in society”
- ❖ Workshop on GST

#### **Placement cell**

- ❖ Workshop on “Personality development and alternate career opportunities”
- ❖ Workshop on “Artificial intelligence”
- ❖ Quiz by ITS Ghaziabad
- ❖ Internship cum Job Fair “ENDEAVOUR” 2019 was organized
- ❖ Campus placement and training was conducted by TRAKINVEST group in association with Policy Bazar
- ❖ Workshop on “Opportunities in banking sector was organized”
- ❖ Workshop on ‘How to do well in GD”
- ❖ Workshop on “Discover Entrepreneur”