




Aditi Mahavidyalaya

Faculty Details



Title	Dr.	First Name	Sunita	Last Name	Dahiya	Photograph
Designation	Assistant Professor					
Department	Commerce					
Address	A-237, Prashant Vihar, New Delhi - 110085					
Phone number	9911765085					
Email Web-Page	sunitadahiya@aditi.du.ac.in					
Educational Qualifications						
Degree	Institution				Year	
PhD	CMJ University				2013	
MBA	GGSIU (Indraprastha University, Delhi)				2004	
B.Sc. – Physics (Hons.)	University of Delhi				2002	
Career Profile						
Work experience of 18years in teaching and 1 year experience in corporate. Worked in various committees of the college as active member like, examination, admission, research advisory, medical, timetable, student advisory, NAAC, alumni, placement cell etc.						
Administrative Assignments						
Worked in various committees of the college like <ul style="list-style-type: none">• Examination• Admission• research advisory• Medical• Timetable• Student advisory• NAAC• Alumni• Placement cell etc.						
Areas of Interest / Specialization						
<ul style="list-style-type: none">• Marketing• Human Resource• Training and Development• Information Technology						

Subjects Taught																							
<ul style="list-style-type: none"> • Marketing Management • Marketing Communication • Advertising • Sales promotion and public relation • Computer Application In Business • E-Commerce • Financial Literacy. 																							
Research Guidance																							
<ul style="list-style-type: none"> • Guide for various projects at undergraduate level 																							
Publications Profile																							
<table border="1"> <thead> <tr> <th>S.No</th> <th>Year of publication</th> <th>Name of research paper with details</th> <th>Web Link</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>2008</td> <td> <p>“Changes in consumer behaviour due to globalization” published as chapter in book “New Concept & Practices related to Human Behaviour: Challenges of Globalization Effect” during the International Conference Held by Rukmani Devi Institute of Advance Studies in Mar `2008 (ISBN/ ISSN – 813090825597/ 88130908250)</p> </td> <td> https://drive.google.com/file/d/1b_wBH97gP_kVTDdsy0Pv1Fs7KrCOXH7_/view </td> </tr> <tr> <td>2</td> <td>2010</td> <td> <p>“Green marketing, Green Product and Green Consumers(Emerging opportunity for Indian Marketers)” paper published in book “Environmentally Sustainable Development-A Bag of Green Profits” During National Seminar held at JIMS in February,2010. (ISBN -978-93-80043-78-4)</p> </td> <td> https://drive.google.com/file/d/1bbY3bvM-gvMM19ji5J5gOVQyyZp_hT5m/view </td> </tr> <tr> <td>3</td> <td>2010</td> <td> <p>“Green marketing, Emission Trading and Carbon Crediting in India(An Emerging opportunity for India) article published in Effulgence(Bi annual Management Journal Vol8 January-June2010) of Rukmani Devi Institute of Advance Studies. (ISSN – 0972-8058)</p> </td> <td> https://drive.google.com/file/d/1bexs5O1laLtSILAuAOIYD60PXozwFrbRc/view </td> </tr> <tr> <td>4</td> <td>2012</td> <td> <p>“Customer relationship management-comparative analysis between public and private sector banks” paper published in</p> </td> <td> https://drive.google.com/file/d/1bgeanMf2xIc5Fvokfg7 </td> </tr> </tbody> </table>				S.No	Year of publication	Name of research paper with details	Web Link	1	2008	<p>“Changes in consumer behaviour due to globalization” published as chapter in book “New Concept & Practices related to Human Behaviour: Challenges of Globalization Effect” during the International Conference Held by Rukmani Devi Institute of Advance Studies in Mar `2008 (ISBN/ ISSN – 813090825597/ 88130908250)</p>	https://drive.google.com/file/d/1b_wBH97gP_kVTDdsy0Pv1Fs7KrCOXH7_/view	2	2010	<p>“Green marketing, Green Product and Green Consumers(Emerging opportunity for Indian Marketers)” paper published in book “Environmentally Sustainable Development-A Bag of Green Profits” During National Seminar held at JIMS in February,2010. (ISBN -978-93-80043-78-4)</p>	https://drive.google.com/file/d/1bbY3bvM-gvMM19ji5J5gOVQyyZp_hT5m/view	3	2010	<p>“Green marketing, Emission Trading and Carbon Crediting in India(An Emerging opportunity for India) article published in Effulgence(Bi annual Management Journal Vol8 January-June2010) of Rukmani Devi Institute of Advance Studies. (ISSN – 0972-8058)</p>	https://drive.google.com/file/d/1bexs5O1laLtSILAuAOIYD60PXozwFrbRc/view	4	2012	<p>“Customer relationship management-comparative analysis between public and private sector banks” paper published in</p>	https://drive.google.com/file/d/1bgeanMf2xIc5Fvokfg7
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		VINAYAKA INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT AND TECHNOLOGY (VIRJMT) ISSN – 2277-9973	NDNgLR0L8cCi2/view
5	2012	“Impact of CRM in organizational growth of HDFC bank” paper published in VINAYAKA INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT AND TECHNOLOGY (VIRJMT) ISSN – 2277-9973	https://drive.google.com/file/d/1c-jPpXQ8Vv8RPMfzFJWmcHae1o8TTTWs/view
6	2012	“Viral marketing” paper published in VIDYAVARTA International Multilingual Research Journal, APRIL-JUNE 2014 ISSUE-06, VOL3, PG NO. -88 MAH/MUL/03051/2012 ISSN – 2319-9318	https://drive.google.com/file/d/1bzNn_GEa6EI3-oIwj3awXDC0h-hXPYkk/view
7	2013	“Determinants of FDI Inflow to developing countries” paper published as a chapter in proceeding of national seminar on social and economic effects of FDI in national and international context(16-17 december 2013) organised by department of commerce, Kirori Mal College, University of Delhi ISBN – 978-93-5156-824-7	https://drive.google.com/file/d/1c-4vKVpF1Vq5GGK1W24-edshj8c3aXBx/view
8	2014	“Attrition and Talent Management in Today’s Organizations” paper published in VIDYAVARTA International Multilingual Research Journal, JULY-SEPT 2014 ISSUE-07, VOL 2, PG NO. -117 MAH/MUL/03051/2012 ISSN – 2319-9318	https://drive.google.com/file/d/1bzC69k4lu81d1E8USOLb7DQp9zSEiHRz/view
9	2014	“Consumer Behaviour In India – The Psychology Of Marketing” published in VIDYAVARTA International Multilingual Research Journal JULY-SEPT 2014 ISSUE-07, VOL 3, PG NO-09 MAH/MUL/03051/2012 ISSN – 2319-9318	https://drive.google.com/file/d/1bv7bWNhXc-3qM2trIw4vSbYNy76DqETx/view
10	2015	“Women Empowerment: The Global Issue” paper published as an Chapter in book named “ WOMEN EMPOWERMENT AND GENDER EQUALITY DEVELOPMENT” published by New Generation press. ISBN – 978-93-80310-78-7	https://drive.google.com/file/d/1buSxWBtz5iUGPNQzExboo7y1yBEuLaXX/view
11	2015	“Cheminformatics-A modern tool in drug discovery” paper published in International Journal for scientific research and development, October 2015, online ISSN – 2321 0613, http://ijsrd.com/C_Article.php?manuscript=NCILP005	http://ijsrd.com/C_Article.php?manuscript=NCILP005

		Impact factor- 2.39	
12	2016	<p>"Role of media in consumer awareness" paper published in VIDYAVARTA International Multilingual Research Journal</p> <p>JULY-SEPT 2016 ISSUE-15, VOL 01, PG NO-27</p> <p>MAH/MUL/03051/2012</p> <p>ISSN – 2319-9318</p>	https://drive.google.com/file/d/1btteg6Kw_yngwF4rbwmbOUbnrXRjkTtb/view
13	2019	<p>Published a Research paper and book on "Sustainable e-Waste Management in India: Challenges & Strategies" in the UGC Sponsored National Conference proceedings, 2020 on "e-Waste Management & Swachh Bharat Mission" with ISBN 978-93-82122-42-5.</p>	https://drive.google.com/file/d/1gd72Bpu5D2uCaw2p5fUqPeLqmI6peQ6Z/view
14	2019	<p>Published a Research paper and book on "Women's Participation in Higher Education: The Indian Perspective" in the UGC Sponsored National Conference proceedings ,2022 on "Revamping Higher Education for Girls in India by Exploring Possibilities through Traditional and Innovative Teaching Techniques-Beti Bachao Beti Padhao Perspective" with ISBN 978-93-82122-43-2.</p>	https://drive.google.com/file/d/1myV-XZwutYaUyRVOTnweD0_6t9qa_lir/view
15	2022	<p>Published a Research paper "Digital Technology Empowering Women" in the UGC Sponsored National Conference book proceedings ,2020 on "Unfolding the Potentials of Women and Girls including Children: Enhancing the Benefits Exponentially for One and All- Sabka Saath Sabka Vikas Perspective" with ISBN 978-93-94883-06-2.</p>	https://drive.google.com/file/d/100ITNUata5S6oIKpuj0iC-nF5i7GAcPH/view

Conference Organization/ Presentations (in the last three years)

- 1. 2019 – Organizing team member of a UGC Sponsored National Conference on "Sustainable e-Waste Management in India: Challenges & Strategies"**
- 2. 2019 – Organizing team member of a UGC Sponsored National Conference on "Women's Participation in Higher Education: The Indian Perspective"**
- 3. 2022 - Organizing team member of a UGC Sponsored National Conference on "Unfolding the Potentials of Women and Girls including Children: Enhancing the Benefits Exponentially for One and All- Sabka Saath Sabka Vikas Perspective"**

Research Projects (Major Grants/Research Collaboration)**Project AM – 303 (2015-16)****Project Title:- Psychological, Commercial and Legal Fight of Aged Consumers for Consumer Rights: A Self-Help Group Technique**

a) Projects funded by – UGC/JCSSR/ICAR/DST etc	University of Delhi
b) Year when sanctioned / Amount	3,50,000/-
c) Stage of completion	COMPLETED
d) No. of major project completed	01

Awards and Distinctions

- Distinction in MBA

Association With Professional Bodies

1. Membership of Indian Accounting Association
2. Membership of Indian Commerce Association

Other Activities**NA**