




Shivaji College Faculty Details Proforma

Title	Ms.	First Name	Monika	Last Name		Photograph
Designation	Assistant Professor					
Address						
Office Phone No.						
Residence						
Mobile						
Email	monika@shivaji.du.ac.in					
Web-Page						
Educational Qualifications	M.Com, B.Com (Hons), M.Phil, Pursuing Ph.D					
Degree	University/Institute				Year	
Ph.D.	Pursuing Ph.D in Management					
M.Phil./M.Tech.	M. Phil In Commerce					
PG	M. Com University of Delhi from Department of Commerce, South Campus					
UG	B. Com (Honours) , University of Delhi					
Any Other Qualification	Accounts Assistant Course from Bhartiya Vidya Bhawan					
Career Profile						

1) 15 years teaching experience in Shivaji College as Assistant Professor in Department of Commerce.

2) 2 years Corporate experience in Moody's Analytics India Private Limited

Administrative Assignments

2023-24

- Member of Time Table Committee,
- Member of Placement Cell,
- Member of E - Cell & Incubation Centre,
- Member of SPADE,
- Member of Enactus
- Member of College Annual Day Committee

2022-23

- Member of Grievance Redressal Cell for Admissions
- Member of Placement Cell
- Member of Entrepreneurship Development Cell & Incubation Center
- Member of College Annual Day Committee

2021-22

- Member of Grievance Redressal Cell for Admissions
- Member of Placement Cell,
- Member of Entrepreneurship Development Cell
- Member of College Annual Day Committee

2020-21

- Member of Placement Cell
- Member of Entrepreneurship Development Cell

2019-20

- Member of Placement Cell
- Member of Entrepreneurship Development Cell

2018-19

- Member of Placement Cell
- Member of Entrepreneurship Development Cell

2017-18

- Member of Placement Cell
- Member of Entrepreneurship Development Cell
- Member of Women Development Cell

2016-17

- Member of Placement Cell
- Member of Women Development Cell

Actively involved in invigilations, admissions, internal assessment, evaluation and finance related work of college and University.

Areas of Interest/Specialisation

- Marketing
- Advertising
- Human Resource Management
- Leadership and Team Development
- Corporate Laws
- Corporate Governance

Subjects Taught

- Marketing
- Advertising
- Human Resource Management
- Leadership and Team Development
- Corporate Governance
- International Business
- Computer Applications in Business
- Company Laws
- Business Laws
- Corporate Accounting
- Management Accounting

Innovation Project/Research Projects (Major Grants/Research Collaboration)

Publications Profile (Research Papers/Books)

Research paper on

- An Assessment of Factors Influencing University Students' Intentions to Purchase Luxury Skincare Products Vol. 8 No. 3 (2022): EAI Endorsed Transactions on e-Learning EAI, DOI: <https://doi.org/10.4108/eetel.v8i3.3214>.
- Influence Of Online Fashion Apps On Adoption Of Luxury Skincare Products (2022). Journal of Positive School Psychology, 6(10), 1437-1448.
- A Study of Consumer Behavior towards Luxury Products using the Theory of Planned Behavior in Indian Perspective, (2022) Pacific Business Review (International)- Vol 15, Issue 3, PP 61-75.
- Consumers Perceived Value towards Luxury Brands A Literature Review Proceedings of International Conference on Business, IT and Enterprise Architecture (ICBIT2020), Year 2020, Pages 18-27.
- A Critical Appraisal of Demonetisation in India, PRAGATI: Journal of Indian Economy, Volume 5, Issue 2, July-December 2018, pp. 59-74.
- GREEN MARKETING: OPPORTUNITIES, CHALLENGES AND SUGGESTIONS, International Education & Research Journal [IERJ], E-ISSN No : 2454-9916, Volume : 3, Issue : 5, May 2017.
- WORK LIFE BALANCE, International Education & Research Journal [IERJ], E-ISSN No : 2454- 9916

Volume : 3, Issue : 5, May 2017.

- GLOBAL MARKETING – A COMPARISON OF DOMESTIC AND INTERNATIONAL MARKETING GE-INTERNATIONAL JOURNAL OF MANAGEMENT RESEARCH, Volume 2, Year 2014, PP 34-45.

Conference/Seminar/Faculty Development Programme/Workshop

- Participated and completed the NEP 2020 Orientation & Sensitization Programme (Programme Code: MMC-138-2024-MAY-A-01600) in online mode under Malaviya Mission Teacher Training Programme (MMTTP) of Ministry of Education, Government of India organized by Malaviya Mission Teacher Training Centre, Shri Ram College of Commerce (MMTTC, SRCC) from May 1, 2024 to May 10, 2024.
- Participated and successfully completed a 4-Week Faculty Induction/Orientation Programme for “Faculty in Universities/Colleges/Institutes of Higher Education” organised by Teaching Learning Centre Ramanujan College, University of Delhi, under the aegis of MINISTRY OF EDUCATION MALAVIYA MISSION TEACHERS TEACHING PROGRAMME from 27 March – 23 April, 2024 and obtained Grade A+
- Participated in 9th Annual International Commerce Conference on Viksit Bharat in Amrit Kaal organised by Department of Commerce, Delhi School of Economics, University of Delhi in collaboration with Deen Dayal Upadhyaya College, University of Delhi held from March 14-15, 2024.
- Participated in the International Conference on Resurgent Bharat on the Global Canvas held on 25-26 February, 2024, organised by Shaikshik Foundation in collaboration with NCPSL & Shivaji College, University of Delhi.
- Participated in the WORKSHOP on “APPLICATION OF SPREADSHEET IN BUSINESS STATISTICS” conducted by Department of Commerce, Shivaji College, University of Delhi under the aegis of IQAC on September 23rd, 2023.
- Participated and presented paper in “Impact of Vanity And Brand Equity On The Consumption Of Luxury Skincare Products” International Conference on Multidisciplinary Concepts in Management (ICMCM 2023) organized by Department of Management Studies, GL Bajaj Institute of Technology & Management, Greater Noida India in association with California State University, San Bernardino, USA held on June 30 - July 01, 2023.
- Participated and successfully completed One week (Online) Interdisciplinary Faculty Development Programme on “Hypothesis Testing and Techniques for Data Analysis” (05th March - 11th March, 2021) organised by Department of Commerce, Shivaji College, University of Delhi (Knowledge Partner :Department of Commerce, DSE, University of Delhi) in collaboration with Mahatma Hansraj Faculty Development Centre Hansraj College, University of Delhi.
- Participated and Successfully Completed One week (Online) National Faculty Development Programme on “Multivariate Analysis and Structural Equation Modeling” (November 27- December 2, 2021), Organised by Shivaji College, University of Delhi in collaboration with Mahatma Hansraj Faculty Development Centre Hansraj College, University of Delhi.
- Participated in the webinar on ‘Blockchain Technology and its application in Cryptocurrencies’ organised by Department of Commerce, Shivaji College, University of Delhi on 29th July, 2021.
- Participated in the webinar on ‘Investor Awareness and the Role of Regulators’ organised by Department of Commerce, Shivaji College, New Delhi on 5th February, 2021.
- Participated in webinar on Redefining Marketing, organized by the Department of Business Economics, Shivaji College on 4th March, 2021

- Participated and presented paper on Consumers Perceived Value towards Luxury Brands A Literature Review Proceedings of International Conference on Business, IT and Enterprise Architecture (ICBIT2020), Year 2020, Pages 18-27
- Participated in webinar on topic “COVID19- Managing Uncertainties” held on April 30th, 2020, organized by ARSD College, University of Delhi
- Participated in the Webinar on “Revisiting Marketing in COVID-19 Era” held on 14th May, 2020, by Department of Commerce, Dyal Singh College, University of Delhi
- Participated in International Webinar on Physical And Mental Health Management With Yoga And Meditaion held on 9th May 2020, organized by Govt. P.G. College, Bilaspur, Rampur (U.P.) India.
- Participated in the webinar on the theme Constructive Living and Education in the times of Corona Crisis, held on 13th May 2020 by Internal Quality Assurance Cell, Shivaji College, University of Delhi.
- Participated in the National webinar on “Cyber Crime, Law and Security”, organised by NSSunit, Shivaji College, University of Delhi, held on May 12, 2020
- Participated in the Webinar (Under the Aegis of IQAC) on Mind Matters: Coping with Stress, organised by Women Development Cell, Shivaji College, University of Delhi on May 11, 2020.
- Participated in the Webinar on ‘Changing Paradigm of Research in Covid Era’ organised by Department of Commerce, Shivaji College, University of Delhi held on May 12, 2020.
- Participated in webinar on “Comparative Evaluation of Old Tax Rates Regime Vs New Tax Rates Regime for FY 2020 – 21” organized by Bharati College, University of Delhi on May 14, 2020.
- Participated in the Webinar on ‘Strategies for India’s Economic Growth in VUCA World’ organised by Department of Commerce, Shivaji College, University of Delhi on September 29, 2020.
- Participated in Seven days Faculty Development Programme on “Research Methodology and Data Analysis using SPSS/R” organised by Shivaji College, University of Delhi, in collaboration with Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi, held from November 14 -20, 2019.
- Participated and Organising member, International E Summit on “Entrepreneurship Development through Ecotourism in Northeast India” from February 14-15, 2019 as member of Entrepreneurship Development Cell, Shivaji College, University of Delhi.
- Participated in 4th Global Leadership Research Conference 2019 on the Transformational Power of Enablement: Combining Innovation and Efficiency from February 27-28, 2019 organised by Amity Business School.
- Participated in Workshop on “Unfolding Goods and Services Tax” organized by Faculty of Management Studies, University of Delhi held on September 9th, 2017.
- Participated in Faculty Development Programme on “Research Methodology and Data Analysis” held on 21-27 November, 2016 organised by Shivaji College.
- Participated in National Conference organised by SRCC on “Banking Sector Reforms on India: Experience, Opportunities and Challenges on 6th- 7th April 2015.

- Participated in 4th Annual International Commerce Convention on “Corporate Governance and CSR: Retrospect and Prospects” held on 18-19 December, 2015 organised by Department of Commerce.

Research Guidance (*Supervision of Doctoral Thesis/Dissertations*)

Awards and Distinctions

Contributed as a reviewer for the Manuscript Titled "Demonetisation 2.0 - Is Indian Youth Heading towards A Better Future" submitted for consideration of publication in PRAGATI: Journal of Indian Economy during Jan, 2024.

Secured first position in M. Com in Department of Commerce, South Campus, University of Delhi during 2005-07.

Awarded Delhi University South Campus M. Com Endowment Scholarship in the year 2007 for scoring highest marks in first year of M. Com from Department of Commerce, South Campus, University of Delhi.

Qualified UGC NET and JRF (UGC National Eligibility Test for Junior Research Fellowship & Eligibility for Lectureship) in June 2007.

Secured first position in Class XII and Class XI, Commerce Stream in Kendriya Vidyalaya, AGCR Colony, in the academic Year 2002 and 2001.

Other Academic Activities

- Contributed as resource Person and got Certificate of Recognition to work as resource person in the Add on Course, duration 30 hours titled “Digital forensics and Cyber Intelligence”, conducted by Department of Commerce, Shivaji College from Mar 23 to May 12, 2024.
- Contributed as Coordinator in the Add on Course, duration 30 hours titled “Digital forensics and Cyber Intelligence”, conducted by Department of Commerce, Shivaji College from Mar 23 to May 12, 2024.
- Contributed as Organizing Committee Member in International Conference on Data Analytics in Business and Marketing (ICDABM2022) Organised by Department of Commerce, Shivaji College, University of Delhi, held during April 21-22, 2022.
- Contributed and got Certificate of Appreciation in recognition of important contribution as Anchor Faculty in the 10 hours session of the program “Kona Kona Shiksha”, conducted by National Institute of Securities Markets (NISM) under the aegis of CSR Program of Kotak Securities Limited on 2nd March, 2023.
- Contributed as Organizing Committee Member for the “Entrepreneurship Conclave 2022”, an annual event organised by Entrepreneurship Development Cell, Shivaji Collge, University of Delhi, held on 26 Feb, 2022.
- Member of organising committee and participated in One week (Online) National Faculty Development Programme on “Multivariate Analysis and Structural Equation Modeling” (November 27-December 2, 2021), Organised by Shivaji College, University of Delhi in collaboration with Mahatma Hansraj Faculty Development Centre Hansraj College, University of Delhi.
- Certificate of Appreciation to certify and appreciate the contribution of Ms MONIKA of Shivaji College for the timely evaluation of answer scripts of Open Book Examination (OBE) held in June, 2021 by Dean (Examinations) University of Delhi.
- Actively participated in organizing UGC & ICSSR sponsored National Conference on ‘Globalisation, Economic Development and Sustainability’ by Department of Commerce, Shivaji College (March 29, 2016).
- Actively involved in the internal assessment, admissions, paper settings, invigilations work of College

and University. Also, involved in organisation of various departmental events like FDP's and National and International Conferences.

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Cultural/Extracurricular Activities

Actively Involved in E Cell & Incubation Centre, Placement Cell , Women Development Cell and Cultural Committee of Shivaji College.

Contributed a chapter for the coffee table book released by Women Development Cell in 2017: UDAYAN, A New Beginning, Titled Muskurahat:Smiling through Odds, PP 88-93

Contributed two Chapters for the coffee table book released by Women Development Cell in 2018: The Change Makers, Titled Transforming the through Odds, PP 68-77 and Uncovering the Truth PP 112



Signature of Faculty Member