


## FACULTY PROFILE PROFORMA

Title (Ms/Mr/Dr/Prof)	Dr.	First Name	Isha	Last Name	Verma	Photograph
Designation	Associate Professor					
Department	Commerce					
Address (Official)	Kalindi College, University of Delhi, East Patel Nagar, Delhi-110008					
Phone No.						
Email	ishaverma@kalindi.du.ac.in					
<b>Education</b>						
<b>Subject</b>	<b>Institution</b>		<b>Year</b>	<b>Details</b>		
B.Com (Hons)	Motilal Nehru College, University of Delhi		2006	Subjects: Commerce		
M.Com	Motilal Nehru College, University of Delhi		2008	Subjects: Commerce (Specialization: Law & Finance)		
M.Phil	Department of Commerce, Delhi School of Economics, University of Delhi		2014	Topic: Consumer's Skepticism Towards Advertising: An Investigation		
NET JRF	UGC		2010	Commerce		
PHD	Department of Commerce, Delhi School of Economics, University of Delhi		2025	Topic: Advertising Skepticism and Its Impact On Consumer Attitude and Behaviour.		
<b>Career Profile</b>						
<b>Organisation/Institution</b>	<b>Designation</b>		<b>Duration</b>	<b>Role</b>		

Department of Commerce, Kalindi College, University of Delhi	Assistant Professor (Permanent)	21-07-2015- till date	Teaching Undergraduate classes B.Com(P), B.Com (H) and B.A. (ESB) member of IQAC core committee, Subject Research Committee, Member of screening committee for promotions.
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Shri Ram College of Commerce, University of Delhi	Assistant Professor (Ad-hoc)	21-7-2011 to 20-07-2015	Taught Undergraduate students, Mentored GBO and B.com (H) Students' Project work, took tutorials of M.com and B.com (Hons)
Daulat Ram College, University of Delhi	Assistant Professor (Guest Faculty)	12-8-2010 to 5-4-2011	Undergraduate classes B.Com(P) and B.Com (H)
NCWEB, University of Delhi. (JMC Centre)	Assistant Professor (Guest Faculty)	8-8-2010 to 19-02-2011 6-8-2011 to 18-3-2012	Undergraduate classes B.Com (Saturday Classes)
Shri Ram College of Commerce, University of Delhi	Assistant Professor (Guest Faculty)		

#### **Research Interests/Specialization**

Specialization: Marketing, Advertising, Market Research.

Research Interest: Advertising, consumer behavior, e-marketing, retailing, Organizational Behavior, Company Law, Business Law.

#### **Administrative Assignments / Contribution to corporate life**

- Programme Coordinator for the Workshop on the topic "FINDING YOUR OWN VOICE AND PERSONAL STYLE" organised by The entrepreneurship, skill development and Innovation cell, Kalindi College on September 14, 2021
- Convenor for poster making competition organised by COMQUER, on 16 Feb' 2021.
- Event Coordinator, JUST A MINUTE COMPETITION organized by COMQUER on Commerce Departmental Fest BIZMESH held on 9th April, 2021
- Convenor, Helpdesk – Admissions 2020
- Member Screening Committee of Dept of Economics for Screening / Shortlisting of candidates for appointment to the post of Assistant Professor in the University and its College. 2020
- Member of accounts committee in inauguration of IBSD- Kalindi Centre, 2017
- Convenor for criteria VII for Addendum (2015-16) NAAC
- Co-Convener for college beautification during Annual College Fest 'Lehrein 2016', Kalindi College, University of Delhi
- Member Solo Dance Club at Kalindi Collge, University of Delhi 2015-16, 2016-17, 2017-18
- Member of Follow-up Committee for website updation at Kalindi Collge, University of Delhi.
- Member of Women Development Cell, Kalindi Collge, University of Delhi. 2015-16, 2016-17, 2017-18
- Member Central Placement Cell, 2016-17, 2017-18

- Organized a Talk on Thalassemia by Dr. Tejinder at Kalindi Collge, University of Delhi.
- Member of Accounts team and Refreshments Team for Annual Day 2016 at Kalindi Collge, University of Delhi
- Participated in Swatch Bharat Abhiyan at Kalindi Collge, University of Delhi.
- Member of Garden Committee, Kalindi Collge, University of Delhi

### **Teaching Experiences (Subject/Courses taught)**

**Courses Taught:**

B.com (Hons.), B.Com, M.Com, GBO

**Subjects Taught:**

B.Com (Hons)- Computer Applications in Business  
 B.Com (Hons)- Income Tax: Laws and Practices  
 B.Com (Hons)- Indirect Tax  
 B.Com (Hons)- Management Accounting  
 B.Com (Hons)- Organizational Behavior  
 B.Com (Hons)- Fundamentals of Computers and Information System  
 B.Com (Hons)- Principles of Marketing  
 B.Com (Hons)-Advertising and Personal Selling  
 B.Com (Hons)- Human Resource Management  
 B.Com (Hons)-Business Laws  
 B.Com (Hons), B.Com -Corporate Laws  
 B.Com (Hons)- Micro Economics 1  
 B.Com (Hons)-Micro Economics 2  
 M.Com- Organizational Behavior

**Research Guidance**

No

**Publication (Peer Reviewed/Indexed Journals)**

<b>Year of Publication</b>	<b>Title</b>	<b>Journal (Name of the journal. Vol Issue ISSN)</b>	<b>Co-Author</b>
2013	Source Credibility in Advertising: A Review of Literature	Inspira: Journal of Modern Management and Entrepreneurship. Volume 3 No. 1 January 2013, (ISSN :2231-167X).	Sole author
2013	Beliefs and attitude towards Advertising: An Empirical Analysis	Inspira: Journal of Modern Management and Entrepreneurship. Volume 3 No. 2 April 2013,( ISSN :2231-167X).	Sole author
2014	Advertising Credibility: A Review Of Literature	Galaxy International Interdisciplinary Research Journal, VOL 2, NO 1, JAN 2014, (ISSN (ONLINE): 2347-6915).	Sole author
2014	Attitude Towards Advertising: An Investigation	South Asian Journal of Marketing & Management Research (SAJMMR) Vol.4, Issue 1, January 2014 (ISSN: 2249-877X)	Sole author
2014	A Case Study on Indian Bicycle Industry with Special Reference to Atlas Cycle	Galaxy International Interdisciplinary Research Journal, March. ISSN:2347:6915 (online).	Co-author

## Seminar/Workshop/Conferences Presentation/Organisation

- Participated in Two Week (Online) Interdisciplinary Faculty Development Programme on 'MOOC's, E-Content Development, Research Methodology and Statistical Tools in Open Education World' from 3rd August–17th August 2021 organised by Kalindi College, University of Delhi in collaboration with Mahatma Hansraj Faculty Development Centre Hansraj College, University of Delhi
- Participated in two weeks' Faculty Development Programme on "Research Methodology" from October 1- October 15, 2020 organized by Teaching Teaching Learning Centre, Ramanujan College
- Participated in two weeks' Faculty Development Programme on ICT based New Paradigms of E-Teaching and E-Learning: Digital Pedagogy" organized by Department of Computer Science, Mata Sundri College for Women University of Delhi In Collaboration with Pandit Madan Mohan Malviya National Mission on Teachers and Teaching Teaching Learning Centre, Ramanujan College from September 15- September 30, 2020
- Participated in One week online Faculty Development Programme on ICT enabled Teaching organized by Learning Teaching Learning Centre, Ramanujan College and Janki Devi Memorial College held in Dec 2020.
- Participated in Faculty Development programme titled Contemporary Business Environment Between 10-16 December, 2018 held at PGDAV college DU organised by Teaching Learning Centre (MHRD) of Ramanujan College and IQAC of PGDAV college.
- Participated in Capacity Building Workshop on e-content creation in Commerce held at Institute of Lifelong Learning, University of Delhi, on 3<sup>rd</sup> February, 2016.
- Contributed as Executive Member of the organizing team of "Interactive Technical Session on Writing of Research Articles and Thesis" held at Shri Ram College of Commerce, University of Delhi, on 21<sup>st</sup> April, 2015.
- Contributed as Organising Team Member of The National Conference on Banking Sector Reforms in India Experience, Opportunities and Challenges held at Shri Ram College of Commerce, University of Delhi, on April 6-7, 2015.
- Contributed as Organising Team Member (SRCC) for Antardhvani, 2014.

- Participated in Faculty Development Programme on “Advanced Research Techniques in Finance” Organized by Centre for professional Development, Shri Ram College of Commerce, University of Delhi held on July 7 to July 12, 2014.
- Participated in One-week Workshop/FDP on “Analytical Techniques for Research in Social Sciences” held from March 9-17, 2013 organized by Delhi School of Professional Studies and Research in collaboration with “Global Network of Business Researchers”.
- Participated in 3<sup>rd</sup> International Conference on “Multinational Enterprises and Sustainable Development organized by Shaheed Bhagat Singh Evening College, University of Delhi, held on December 12-14, 2012.
- Participated in National Colloquium on “Transformational Leadership and Business Growth” organized by Global business operations Programme, Shri Ram College of Commerce, University of Delhi held on April 2, 2012
- Participated in International Conference on “Corporate Governance: The Road Ahead” organized by Shri Ram College of Commerce, University of Delhi held on 27-28 March, 2012.
- Participated in National Seminar on “Mergers and Acquisitions-Issues, Opportunities and Challenges” Organized by Shaheed Bhagat Singh College, University of Delhi, held on 20-21 January, 2012
- Attended the Workshop on “Paper 2.2: Fundamentals of Computers and Information System” organized by Shri Ram College of Commerce, University of Delhi held on 22-24 November, 2011.
- Participated in UGC Sponsored National Seminar on Financial Sector Reforms in India- The Road Ahead” Organised by Shaheed Bhagat Singh College, University of Delhi, held on 21-22 January, 2011.
- Participated in six day Workshop on “Research Methodology: Multivariate Data Analysis” Held on 6-7, 13-14 and 20-21 February, 2010 at Shri Ram College of Commerce, University of Delhi.
- Participated in one week short term course on “Research Methodology in Social Sciences with Special Emphasis on Trade and Development” 1-5 June, 2009, organized by Consortium for Trade and Development, CENTAD, New Delhi.

#### **Awards & Distinctions**

- Awarded with UGC JRF in Dec, 2010
- Commerce Merit Award, Gold 2003-04, Motilal Nehru College.
- Certificate of Merit 2003-04, First Prize, Motilal Nehru College.

#### **Public Service/ University Service/ Consulting Activity**

NO

#### **Professional Societies Memberships**

#### **Projects (Major Grants/ Collaborations)**

No

<b>OtherDetails</b>