




University of Delhi

Faculty Detail Performa 2017-21



1. Personal Details

Name	Hritanshu Jeph	
Designation	Assistant Professor	
Department	COMMERCE	
Email	<a href="mailto:hritsj@gmail.com">hritsj@gmail.com</a>	

**2. Educational Qualification**

Degree	Institution	Year
B.COM	Janki Devi Memorial College, Delhi University	2014
M.COM	Delhi School of Economics, Delhi University	2018

**3. Full Time Research Experience**

Designation	Institute	Time period	Nature of Appointment

**4. Full time Teaching Experience**

s.no	Designation	Institution	Time Period	Nature of Appointment
1.	Assistant Professor	Gargi College	21-01-2019 - 21-05-2019	
2.	Assistant Professor	Daulat Ram College	19-08-2019 - 25-05-2022	

Total				
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### 5. Administrative Assignments

Name of Institute	Designation	Status	Time period	Experience
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### 6. Areas of Interest:

Human Resource Management , GST

### 7. Subjects Taught

S.No	Course	Subject Taught	Semester	Year
1.	B.COM(Hons)	GST and custom laws	6	2019,2020,2021
2.	B.COM(Hons)	Advertising	5	2019,2021
3.	B.COM(Hons)	Industrial RelationsAnd LabourLaws	6	2020,2021
4.	BA(Prog)	E-Commerce	4	2020
5.	BA(Prog)	MANAGEMENT OF SMALL BUSINESS	5	2021

		ENTERPRISES		
6.	GE	BUSINESS ORGANISATION AND MANAGEMENT	1	2021

**8. Research Guidance Given:**

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Name of student	Gender	Degree for which guidance	Date of Registration	Supervisor/ Cosupervisor	University	Title of Thesis	Date of submission of thesis	Date of Award of

**9. Details of refresher/orientation course/research methodology/workshop/syllabus up-gradation/teaching –learning-evaluation/technology programmes/Faculty Development Programme**

S.No.	Details	Place	Period		Year	Sponsoring/Organising Agency
			From	To		
1.	Workshop on Data Analytics, Artificial Intelligence And IOT	Daulat Ram College	21st September ,2019		2019	

2.	<b>FDP on EMPOWERING TEACHING LEARNING PROCESS USING GOOGLE CLASSROOM &amp; OTHER ICT TOOLS:A COMPREHENSIVE PRACTICAL APPROACH</b>	Daulat Ram College	21-july 2020	23-july 2020	2020	Daulat Ram College
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#### 10. MOOCs completed with e-certification

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S.No.	Details of MOOC	Subject	Certification providing agency	Date of certification	Level (UG/PG/Other)	Year	E certification no.

#### 11. Contribution towards development of e-content/MOOCs in 4- quadrants

S.No.	Details of E contents/ MOOCs in 4- quadrants	Quadrants developed	No. of Modules	Course	Sponsoring agency	Year	Level (UG/PG/Other)

**12. Contribution towards conduct of MOOCs**

S.No.	Details of MOOC	Subject	Sponsoring agency	Level (UG/PG/Other)	Year	E-certification no.

**13. Organising seminars/ conferences/workshops, other college/university activities.**

S.No.	Year	Details	Place	Period		Sponsoring/Organising Agency
				From	To	

**14. Creation of ICT mediated Teaching Learning pedagogy and content and development of new and innovative courses and curricula**

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**Development of Innovative Pedagogy e module**

S.No.	Name of the Module	Subject	Stream	Organization for which it was developed	Year	Level (UG/PG/Other)	Weblink

**15. Research Projects ongoing 2017-21**

S.No	Name of Research Project	Funding Agency	National/International	Duration	Amount Sanctioned	Amount Received

#### 16. Research projects Completed

S.No	Name of Research Project	Funding Agency	National/International	Duration	Amount Sanctioned	Amount Received

#### 17. Books published

S.No	Authors (year)Name of Book. Publisher, ISBN No	Publisher	Date of publishing	Authored/Edited	ISBN No

#### 18. Book Chapters/Articles published

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S.No	Author(year) Title of Chapter/Article,in Edited Book: Title of book, Publisher, Vol, Page no	Date of publishing	Authored/Edited	ISBN No

**19. E- Modules Published**

S.No	Author (year) Title, Module, Subject ,Organisation, Weblink	Date of publishing	Authored /E dited	Link

**20. Research Publications:**

S.No	Author/s(Year) Journal Name, Vol, series, pg no, ISSN	Date of Publishing	Impact Factor	UGC Care List Journal Yes/No	Scopus Indexed Journal Yes/No
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1 IMPACT OF SOCIAL MEDIA MARKETING IN RURAL INDIA  
2277-9809(0) 2348-9359(P) NOVEMBER-2018 6.2311 YES NO

2. THE IMPACT OF CLIMATE CHANGE ON INTERNATIONAL BUSINESS STRATEGIES  
2277-9809(0) 2348- DECEMBER-2018 6.2311 YES NO

3. IMPACT OF E COMMERCE ON  
INTERNATIONAL  
BUSINESS:A STUDY  
WITH RESPECT TO  
FMCG INDUSTRY  
2277-9809(0) 2348-  
9359(P)

IN RELATION TO  
JANUARY-2019 6.2311 YES NO JANUARY-2019

4. SOCIAL MEDIA AS A TOOL OF  
MARKETING:A STUDY

6.2311 YES NO

AUTOMOBILE SECTOR  
IN INDIA  
2277-9809(0) 2348-  
9359(P)

5. CELEBRITY  
ENDORSEMENTS IN  
ADVERTISEMENTS  
AND CONSUMER  
PERCEPTIONS:A  
STUDY IN NCR DELHI  
IN REGARD TO  
APPAREL RETAIL  
SEGMENT  
2277-9809(0)  
2348-9359(P)

6. IMPACT OF SOCIAL MEDIA IN TRAVEL  
AND TOURISM  
SECTOR IN INDIA  
2250-1959(0) 2348-  
9367(P)



MAY-2019 6.2311 YES NO MAY-2019 5.8413 YES NO

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### 21. Conference Proceedings publication

S.no	Title of Paper (Year) Title of conference proceedings , Vol, series, Pg no , ISBN	Date of Publishing	Peer Review ed Yes/No	Venue of confere nce

### 22. Conference Attended and Paper presentation

s.no	Type of Event	Name of Event	Venue of conference	Date of conference	Attend ed only Yes/no	paper presen ted Yes/N o	Title of Paper Prese nte d
1.	National Conference	NCBME2019-1st National Conference on Transformations in Business, Management& Entrepreneurship	Dayal Singh College	25th April,2019	YES		
2.	National Conference	Income Inequality, Protectionism and International	Daulat Ram College	21st January,2020	YES		

		Trade in Digital Age:with reference to India					
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### 23. Resource Person (Invited Lecture/Paper Presentation/ Chairing session/judging/ educational trips)

S.No	Type of Event	Name of Event	Venue	Date of Event	State your role: Convener/Member organizing committee/ Speaker/ Coordinator	Duration of Activity	No of participants in the programme

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### 24. Awards Won

S.No	Name of Award	Awarding Agency	Government/ NGO/ International/Private	Recognition area	Date of award	Type of Honor received

### 25. Extension Activity ( Community related program )

S.No	Type of Activity	Centre and Venue	Title of Event	Role in the event	Date/period of Event	No of members of the community/students /Faculty benefitted
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#### 26. Membership of Professional Bodies

S.No	Type of Membership	Organisation	Year of Membership
1.	SPORTS MANAGER	DAULAT RAM COLLEGE	2019-2020

Hritanshu Jeph

**Signature**