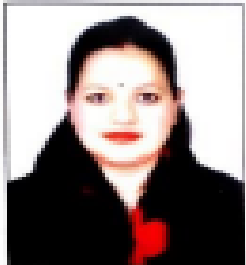




## Faculty Detail Performa 2017-2022



### Personal Details

Name	Isha Kumari Bhatt	
Designation	Assistant Professor	
Department	Commerce	
Email	<a href="mailto:IshaBhatt@dr.du.ac.in">IshaBhatt@dr.du.ac.in</a>	

### Educational Qualification

Degree	Institution	Year
M.Com	Delhi School of Economics	2014
B.Com(H)	Shri Ram College of Commerce, University of Delhi	2012

### Additional Qualification

Qualified Junior Research Fellowship (**JRF**) and National Eligibility Test (**NET**) for Lectureship conducted by University Grants Commission (UGC) in June 2013.

### Full time Teaching Experience

S.No	Designation	Institution	Time Period	Nature of Appointment
1.	Assistant Professor	Daulat Ram College	22-7-2015 – Present	Ad-Hoc

### Administrative Assignments

Name of Institute	Designation	Status	Time period	Experience
Daulat Ram College	Convenor, Smarketing Cell	-	2018-2019	1 year
Daulat Ram College	Editor, Commerce Department newsletter	-	2017	Editing of Newsletter
Daulat ram College	Member, Dhara: Eco Club	-	2017-2018 2018-2019	1 year
Daulat Ram College	Member, Debating Society	-	2016-2017	1 year
Daulat Ram College	Member, Music and Dance Society	-	2016-2017	1 year
Daulat Ram College	Member, Quiz Society	-	2017-2018	1 year
Daulat Ram College	Member, Poetry Society	-	2019-2020	1 year
Daulat Ram College	Member, Women Development Cell	-	2019-2020	1 year
Daulat Ram College	Member, Gandhi Study Circle	-	2021-22	1 year
Daulat Ram College	Co-Convenor, Finance and Investment Cell	-	2021-2022	1 year
Daulat Ram College	B.Com admission Helper	-	2021-22	1 year

### Areas of Interest in Teaching:

E-Commerce, Principles of Marketing, Advertising, Corporate Laws, Cost Accounting, Financial Accounting

**Subjects Taught**

S.No	Course	Subject Taught	Semester	Year
1.	B.Com(H), B.Com, B.A(P)	E-commerce	IInd ,IIInd	2020,2019,2018,2017,2021,2022
2.	B.Com	Advertising	Vth	2017,2019,2020
3.	B.com (H)	Corporate Laws	IInd	2020,2018,2021
4.	B.com, B.com(H)	Principles of Marketing	Vth, Vth	2018,2021
5.	B.com(H)	Financial Accounting	I	2021-22
6	B.com(H)	Cost Accounting	IV	2021-22

**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	1 Week FDP on “Global Economy, Finance, Industry and Business: Emerging trends and challenges”	Online	24 February 2021	3 March 2021	2021	Shyama Prasad Mukherjee College for Women under the aegis of Ministry of Human Resource Development
2	1 week PDP on “Strategies of effective classroom teaching”	Online	26 <sup>th</sup> July 2021	1 <sup>st</sup> August 2021	2021	Patrician College of Arts and Science, Chennai

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

S.No.	Year	Details	Place	Period	Sponsoring/Organising
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				<b>Fro m</b>	<b>To</b>	<b>Agency</b>
1.	2021	Webinar on “Basics of Income Tax & E filing of ITR for Salaried Individuals for FY 2020-21”	Zoom (Online platfor m)	1 <sup>st</sup> Septem ber 2021	1 <sup>st</sup> Se pt e m be r 20 21	Department of Commerce, Daulat Ram College, University of Delhi
2	2020	National Webinar on “Mentoring Teachers for effective Online teaching”	Online	5 <sup>th</sup> July 2020	-5 <sup>th</sup> July 202 0	Department of Commerce, Daulat Ram College
3	2020	National Webinar on “Sahaja Yoga Meditation: Discover Inner Peace and Positivity”	Online	12 <sup>th</sup> July 2020	12 <sup>th</sup> July 2020	Department of Commerce, Daulat Ram College
4	2020	UGC & ICSSR sponsored National Conference on “Income Inequality, Protectionism and International Trade in Digital Age: with reference to India”	Daulat Ram College	21 <sup>st</sup> Janu ary 2020	21 <sup>st</sup> Janu ary 2020	Department of Commerce, Daulat Ram College
5	2020	Faculty Development Program on “ Empowering Teaching Learning through Google Classroom and other ICT tools: A Comprehensive Practical Approach”	Online	21st July 2020	23 <sup>rd</sup> July 202 0	Department of Commerce, Daulat Ram College

6	2016	FDP on “Qualitative and Quantitative Research methods using SPSS”	Daulat Ram College	1 <sup>st</sup> December 2016	7 <sup>th</sup> December 2016	Department of Commerce, Daulat Ram College
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#### Research Publications:

S. No	Publication details (Authors, Title of article, Journal, Volume, Issue, Year, Page range of article, URL/DOI)	Date of Publication	Impact Factor	UGC Care List Journal Yes/No	Scopus Indexed Journal Yes/No	ISSN No
1	Instagram as a new platform for political participation among Indian Youth : An Opinion study of University students		-	UGC care list	No	22310142
1	Impact of Coronavirus (covid-19) on Entrepreneurship: A critical Insight, HANS SHODH SUDHA, Vol. 1, Issue 4, (2021), pp. 5- 16, <a href="https://www.hansshodhsudha.com/fourth-issue/April-June%20article%201.pdf">https://www.hansshodhsudha.com/fourth-issue/April-June%20article%201.pdf</a> )	April June 2021	-	Peer reviewed	-	-
2	Customer Centricity: Antecedents and Barrier, International Journal of research in Commerce, Economics and Management, <a href="https://ijrcm.org.in/article_info.php?article_id=9642">https://ijrcm.org.in/article_info.php?article_id=9642</a>	1 July 2021	1.302	Peer reviewed	-	2231-4245

3	Customer Centricity: A multidimensional perspective, International Journal of research in Commerce, Economics and Management, Vol 11,issue no 7 (2021), <a href="https://ijrcm.org.in/article_info.php?article_id=9638">https://ijrcm.org.in/article_info.php?article_id=9638</a>	7 July 2021	1.302	Peer reviewed	-	223 1- 100 9
4	Firms of Endearment vs. Non Firm of Endearment, International Journal of research in Commerce and Management	1 July 2021	1.302	Peer reviewed	-	097 6- 218 3
5	Isha Bhatt, Shri Ram Khanna, Academicia,6,7,2016	July 2016	SJIF 2013=5.099	No	-	224 9- 713 7

#### Conference Proceedings publication

S.No	Details (Authors, Book title, Article title, Year, page range of article)	Date of Publication (DDM MYY)	Name of conference	Venue of conference	ISBN No
-	-	-	-	-	-

#### Conference Attended and Paper presentation

S.No	Type of Event	Name of Event	Venue of conference	Date of conference (Start date – End Date)	Attended (yes/no)	paper presented	No of papers presented
1	International Conference	Two Day Virtual International Conference on “Recent Advances In Sustainable Practices, Social Innovations And Entrepreneurship	online	17-18th February	Yes	Yes	1
2	Conference on “Marketing in the 21 <sup>st</sup> century: Issues and challenges”	UGC sponsored National Conference	Patel Chest Institute	5-6 February 2016	Yes	No	-

3	Conference on Corporate Governance	2 <sup>nd</sup> Annual Commere Convention	Shanker Auditorium	3 <sup>rd</sup> April 2013	Yes	No	-
4	Conference on Corporate Governance and CSR: Retrospect and Prospects	4th Annual Commere Convention	Shanker Auditorium	18-19 Decemb er 2015	Yes	No	-

**Resource Person (Conference/seminar/ workshop/training programme/ educational trips)**

<b>S. No</b>	<b>Type of Event</b>	<b>Name of Event</b>	<b>Venue</b>	<b>Date of Event (Start Date End Date)</b>	<b>State your role: Conven er/Me mbe r organiz ing committe e/ Speaker/ Coordina tor</b>	<b>Durati o n of Activit y</b>	<b>No of participant in the programm e</b>
1	Skill Developme nt Programme	Digital Literacy	ZLT (Daulat Ram college)	14-7-2016	Speaker	2 hours	30 approx.

2	Skill Development Programme	Startupedia	CLT (Daulat Ram College)	12-7-2016	Speaker	2 hours	30 approx.
3	Skill Enhancement Workshop	Skill Enhancement Workshop for Non teaching	BLT	7 <sup>th</sup> -13 <sup>th</sup> 2021	Speaker	3 hours	26
4	Digital Literacy workshop	Google forms and leveraging SPSS for Data Management and Analysis"	ZLT	12 <sup>th</sup> July 2016	Speaker	2 hours	20 approx
5	In house skill development course (Startupedia: from idea to marketplace)	Managing the crisis by startups	CLT	14 <sup>th</sup> July 2016	Speaker	2 hours	25 approx

**Isha Kumari Bhatt**  
**(Signature)**