




Faculty Detail Performa 2017-21



1. Personal Details

Name	Dr. Reema Popli Dehal	
Designation	Associate Professor	
Department	Commerce	
Email	reemadehal@dr.du.ac.in	

2. Educational Qualification

Degree	Institution	Year
B.Com (H)	Jesus and Mary College, University of Delhi	1994
M.Com	Hindu College, University of Delhi	1996
UGC-NET & JRF	UGC	1996
DOEACC 'O' Level	Dept. of Information Technology, GOI	2005
M. Phil	Delhi School of Economics, Delhi University	2004
Ph.D	Maharshi Dayanand University, Rohtak	2021

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.	Associate Professor	Daulat Ram College	April 2006 onwards	Permanent
Total	25 years			

5. Administrative Assignments

S.No.	Nature of Activity	Designation	Institution/Department	Period	
				From	To
1.	Admission Committee	Convenor B Com Program (two years) Member Core Committee	Daulat Ram College	2019 2020 2021	2020 2021 2022
2.	National Social Service (NSS)	Member (two years)	Daulat Ram College	July 2019	June 2021
3.	Smarketing Cell	Convenor (Third Session)	Daulat Ram College	July 2019 July 2020 July 2021	June 2020 June 2021 onwards
4.	Scholarships	Nodal Officer	Daulat Ram College	June 2021	onwards

6. Areas of Interest:

Creative writing- Poetry

7. Subjects Taught

S.No	Course	Subject Taught	Semester	Year
1	B. Com (H) Paper BCH 5.1	Principles of Marketing	V	2018-21
2	B Com Paper BC 2.3	Business Mathematics and Statistics	II	2019-20
3	B. Com Paper BC 6.3 (a)	Personal Selling and Salesmanship	VI	2019-20 2020-21
4	B. Com (H) Paper BCH 6.3(d)	Consumer Affairs and Customer Care	VI	2020-21
5	B Com (H) Paper BCH 3.1	Management Principles and its Applications	III	2021-22

8. Research Guidance Given:

Name of student	Gender	Degree for which guidance	Date of Registration	Supervisor/Co-supervisor	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		Sponsoring/Organising Agency
			From	To	
1.	Two-day national workshop on “Analysis of Variances.”	GVM College, Sonipat	24 th March 2017	25 th March 2017	GVM College, Sonipat
2.	Three-day workshop on “Exploratory Factor Analysis and Structural Equation Modelling” organized by from		1 st June 2017	3 rd June 2017	GVM College, Sonipat
3.	One day workshop on “Advanced Regression Analysis”		23 rd September 2017.		Rukmani Devi Institute of Advanced Studies
4.	One day workshop on “Structural Equation Modelling” on		30 th December 2017.		Rukmani Devi Institute of Advanced Studies
5.	One day workshop on “Advanced Structural Equation Modelling”		11 th February 2018		Rukmani Devi Institute of Advanced Studies
6.	One week FDP on “E-content Generation and Managing Online Teaching”	FDP-31 (Online)	11 th December 2020	17 th December 2020	Sri Aurobindo College (E), University of Delhi, in collaboration with Mahatma Hansraj Faculty Development Centre Hansraj College, a Centre of Ministry of Education, Govt. of India, under PMMMNMTT

7.	One week (Online) Faculty Development Programme on “Hypothesis Testing and Techniques for Data Analysis”	FDP-40 (Online)	5 th March 2021	11 th March 2021	Shivaji College, University of Delhi (Knowledge Partner: Department of Commerce, DSE, University of Delhi), in collaboration with Mahatma Hansraj Faculty Development Centre, Hansraj College, a Centre of Ministry of Education, Govt. of India, under PMMMNMTT
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10. MOOCs completed with e-certification

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

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
1	Guidelines for BCom Hons Paper	Principles of Marketing		Delhi University	2019	UG	*Guidelines-Meeting-B.Com-H-Sem-V-BCH-5.1-Principles-of-Marketing.pdf

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

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.N O	Author (year) Title, Module, Subject ,Organisation, Weblink	Date of publis hing	Authored/E dited	Link

20. Research Publications:

S.No	Author/s(Year) Journal Name, Vol, series, page no, ISSN	Date of Publishing	Impact Factor	UGC Care List Journal Yes/No	Scopus Indexed Journal Yes/No
1	Reema Dehal nee Popli and Archana Bhatia, "Relationship Marketing: A Conceptual Framework", Indian Journal of Commerce and Management Studies, Volume VIII, special issue, , ERM publication.	September 2017	ISSN-2249-0310	UGC approved number 20739	
2	Reema Dehal nee Popli and Archana Bhatia, 'Relationship Marketing Concept and Definitions: A Review', Researchers World, Journal of Arts, Science and Commerce, volume VIII, Issue 4(1)	October 2017	ISSN: 2231-4172		
3.	Reema Dehal and Archana Bhatia, "Understanding Relationship Quality: A Study of Hotel Industry", Journal of Management Research and Analysis (JMRA), Volume 6, Issue 2, pages 166-185.	February 2019	Available online http://jmraonline.com 2394-2770		

21. Conference Proceedings publication

S.no	Title of Paper (Year) Title of conference proceedings , Vol, series, Pg no , ISBN	Date of Publishing	Peer Reviewed Yes/No	Venue of conferenc e

22. Conference Attended and Paper presentation

s.no	Type of Event	Name of Event	Venue of conference	Date of conference	Attended only Yes/no	paper presented Yes/No	Title of Paper Presented

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 participant in the programme

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

26. Membership of Professional Bodies

S.No	Type of Membership	Organisation	Year of Membership

Signature