



**Dr.Bineet K.Sinha,**

*Associate Prof & Dean, School of Business management & Commerce*

Educational Qualification : Ph.D, PG.Dip.in PR & Advt.,(SCMS,KOCHI): MBA Mktg.BA (Hons)

Experience : Industry 14 years.  
: Teaching 13 Years

***Research Guidance:***

- *Two Awarded*
- *Six in Pipeline*

***Research & Publications:***

- **Dr,sinha Bineet,Malhotra Renuka**“Anaemia- A major roadblock in Indian Women’s Work-life Balance” International Conference on ‘Changing Dynamics in Global Markets’, 29-30 Sep. 2016. Organized by 'Symbiosis International University’
- **Sinha bineet**,Asia Pacific Journal, Customers attitude towards online shopping in Faridabad city, ISSN 2319-3836
- **Sinha Bineet**”Price as demarcation for quality”*APIM.Vol-6,2013*
- **Smart marketing with smart phones,2014vol-2 ICARB ,IIT Roorkee(Int.)**
- **Dr,sinha Bineet,Malhotra Renuka** “Traditional Medicines System: A way to create disease free society” national conference on ‘Scientific Validation of Traditional Knowledge’, 12-13 March 2016, organized by Indian Institute of Technology Roorkee, MHRD- IPR CHAIR..
- **Sinha Bineet**,”Retail Scenario in India.Asia Pacific Journal,2010.vol-6
- **Sinha Bineet**,” *Role of Perception in consumer Behavior*”.vol-2 Management Bulletin,2012
- **Sinha Bineet** “Impact of advertising on children.”*IMT Journal*,vol-1,2013(Nat.conf.)
- **Sinha Bineet**”Price as demarcation for quality”*APIM.Vol-6,2013*
- **Sinha bineet**” *Changing Marketing Trends: A Study on growing practices of changing*

*perception to promote a product, mvnu, nt.conf.2012 issn:2231-122X, vol-4 No2*

- **Sinhbineet, pandey ashutosh** "Smart marketing through smart phone, *MHRD-IPR Chair, IIT Roorkee, excel publication, 2015*
- *Women Professionals: Managing Work life Balance 2015-sars.mah.mahavid.org-by UGC, ND*
- *Scientific validation of Traditional Knowledge 2016 vol-11 Traditional Medicines System: A way to create disease free society MHRD-IPR Chair, IIT Roorkee*
- *Measuring Retail service quality of Hypermarket : A descriptive study of Delhi/NCR- Journal Research Journal of Social Science & Management-RJSSM -Volume and Date Vol 7, No 4(2017): 01 August 2017.*
- *Impact of service quality of hypermarket on future consumption behavior: A descriptive study of Delhi/NCR-IJRCRM-*
- *A Study on the Espousal of Electronic Vehicles in Faridabad: Gauging the Consumer Attitude–Action Gap-TAJMMR- ISSN: 2279-0667 Vol 6, Issue 9, September 2017 Impact Factor: SJIF =4.289*



## **Dr. Disha Sachdeva**

***Associate Professor and Head, Department of Commerce***

### **Educational Qualification:**

Ph.D. (Management)

M.Com. (Business Management), PG Diploma in Computer Applications, B.Com. (Hons.)

***Qualified the UGC - NET (Management)***

### **Other Achievements:**

**2005** Completed the **Essentials of Human Resource Management Certificate Program** of the **Society of Human Resource Management (DePaul University, Chicago, Illinois, USA)**

**2004** Completed Certificate courses: **Workplace Harassment: Crossing the Line, Adult Learning and Motivation (Indiana University, Indiana, USA)**

**Teaching Experience: 10.9 years**

**Seminars/Conferences/Workshops/FDPs attended: 24**

### **Research Publications:**

- Sachdeva, D., Mittal, R. K. and Solanki, R.B. (2009) **HR practice scenario in Indian KPOs.** *Global Business and Management Research: An International Journal*, 1(2), pp. 43-59.
- Sachdeva, D., Mittal, R. K. and Solanki, R.B. (2010) **Employee opinion of human resource practices in Indian knowledge process outsourcing companies.** *International Journal of Indian Culture and Business Management*, 3(4), pp. 363-383.
- Sachdeva, D., Mittal, R. K. and Solanki, R.B. (2014) **Human resource opportunities in knowledge process outsourcing companies in India: expectations from and returns for prospective contenders.** *International Journal of Indian Culture and Business Management*, 9(2), pp. 131-150.

- Sachdeva, D., Mittal, R. K. and Solanki, R.B. (2015) **Human Resource Dimensions in KPOs: Evidences from Existing Academic Literature Spanning a Decade Plus One (2003-2014)**. *Global Business and Management Research: An International Journal*, 7(3), pp. 1-16.
- Sachdeva, D., (2015) **Dr. Julies Edification Challenge How to Engage the Disengaged College Students?** *International Journal of Teaching and Case Studies*, 6(4), pp. 343-352.
- Sachdeva, D., (2016) **Gen Z – The Techilicious Generation - Case Study of a Digitally Hooked Gen Zee**, *Research Journal of Social Science & Management*,6(7), pp. 54-61.

**Paper Presentations/Key (Expert) Speaker:**

- Sachdeva, D. and Sachdeva, M. (2017) Paper presented and published on ‘**Remonstrance to be Inclusive – A case study of a differently – abled boy ‘Sampoorn’** ‘ in International Conference on *Inclusive Education: Realities, Issues and Challenges, March 11-12*, Kenway College of Education, SCERT, Punjab and Punjab University, Chandigarh, pp. 475 - 484, ISBN:978-93-85449-84-0.
- Sachdeva, D. (2017) Paper presented on ‘**Woman - You don’t need validation from anyone’ - Value and Empower ‘YOURSELF’ in ICSSR Sponsored National Seminar on Women Empowerment – A Challenge for the 21<sup>st</sup> Century**’, *March 20-21*, Kenway College of Education, SCERT, Punjab and Punjab University, Chandigarh.
- Key Speaker in National Conference on *Globalization and Sustainable Growth of Business*, DAV Centenary College, Faridabad, **Sponsored by DHE, Haryana, Panchkula, 17- 18 February 2017.**
- Key Speaker in National Seminar on *Teaching Learning and Evaluation*, DAV Centenary College, Faridabad, **Sponsored by National Assessment and Accreditation Council (NAAC), 25 January 2018.**



**CA. MOHIT KUMAR ARORA, Asst Prof**

**Educational Qualification - CA (ICAI),M.Com,B.Com (DU)**

**Experience: 5years**

**Area of Interest** Strategic Cost Management ,Financial Reporting,Financial Accounting & Corporate Accounting ,Cost and Management Accounting (CA, CS, and CMA Inter),Financial Management

- Authored a self explanatory book in on Advanced Management Accounting for CA Final.
- Working on second book on Financial Reporting for CA. Final.
- Successfully handled a project of setting up and implementation of standards for cost, resulting in an increase in total profits of a client.
- Successfully planned and implemented material procurement schedule by increasing total working efficiency of a client.
- Was part of a team setting standards for a large company during Articles Training.
- Managed whole office as Senior Article, during Articles Training.



**Dr.Amita Kohli**

**QUALIFICATION:** Ph.D, M.Com, MBA & BBA (CAM)

**Experience:** Teaching - 4 years and Research – 3 years

**Interest Areas:**

- **Human Resource Management**
- **Marketing Management**
- **Organisation Behaviour**
- **Economics**
- **General Management**

**Publications & Conferences**

- **Perception of Female Patients Towards the Services Delivered in Health Centres, published in International Journal of Research in Economics and Social Sciences(IJRESS), (Impact Factor: 6.939), 7 (5), May, 2017, pp. 314~321, ISSN(o) 2249-7382, Thomson Reuters Researcher ID: L-5236-2015.**
- **Impact of Emotional Intelligence on Job Satisfaction in Banking Sector, published in International Journal of Research in Economics and Social Sciences(IJRESS), (Impact Factor: 6.939), 7 (2), February, 2017, pp. 42~52, ISSN(o) 2249-7382, Thomson Reuters Researcher ID: L-5236-2015.**
- **Allocation and Utilisation of Budget to Community Health Centres in Haryana, International Journal of Research in Economics and Social Sciences (IJRESS), (Impact Factor: 6.225), 6 (10), October, 2016, pp. 152~163, ISSN 2249-7382, Thomson Reuters ID: L-5236-2015.**

- **Analysis of Infrastructure Facilities at Community Health Centres in Haryana, Galaxy International Interdisciplinary Research Journal (GIIRJ), 4 (2), February, 2016, pp. 13-23, ISSN 2347-6915.**
- **Analysis of Manpower Facilities at Community Health Centres in Haryana, International Journal of Research in IT & Management (Impact Factor - 4.961), 6 (1), January, 2016 , ISSN 2231-4334.**
- **Enhancing Primary Health Care in India: Lessons from International Experiences, published in edited book, “Emerging Paradigms in Management in the Era of Globalization”, edited by Dr. Jagbir Ahlawat and Dr. Monika Tushir Bohra, pp. 32-36, ISBN No.- 978-93-81771-30-3.**

#### **Seminars/Conferences**

- Presented a paper entitled ‘**Impact of Emotional Intelligence on Job Satisfaction in Banking Sector in International Conference on Innovation in Technology: A Roadmap for Achieving Global Competitiveness (ICIT-2K16) in September, 2016.**
- Presented a paper entitled ‘**Enhancing Primary Health Care in India: An Overview**’, in **National Seminar on Redesigning the Commerce and Management Education in Current Scenario** from 5-7 March, 2014.
- Presented a paper entitled ‘**Enhancing Primary Health Care in India: Lessons from International Experiences**’, in **International Conference on Emerging Paradigms in Management in the Era of Globalization** on 1 March, 2014.



## **Dr.Samreen Naqvi**

**Designation:** Assistant Professor

**Qualification:** PhD. (Economics), M.Com (Applied Economics),

**AREA OF INTEREST:**

*Micro Economics, Macro Economics Managerial Economics, Business Environment & other related subjects*

**Experience:** 8+ Years

### **Paper Presentation & Publications**

- Naqvi, Samreen (2016). Growth and progress of district cooperative banks in India with special reference to Uttar Pradesh. EPRA International Journal of Economics and Business review, 4 (7), 219-225.
- Have presented a Research Paper entitled “Dedicated Freight Corridor: An Indian Railway revolution” in a National Seminar on “Emerging Trends in Infrastructure Development in India” held on 12-13th March 2011 at Lucknow University, Lucknow and the same has been published in the Souvenir Of Lucknow University, Lucknow.
- Have presented a Research Paper entitled “Performance of Co-operative Credit Organizations: An Overview” in a National Seminar on “Emerging Trends of Banking & Financial Sector in India” held in Feb 2009 at Lucknow University, Lucknow and the same has been published in a journal namely “Journal of Applied Research

### **Conferences / Seminars**

- Have attended a national seminar on "Companies Act 2013 and Corporate governance in India" held on 12 August 2016 at Chhatrapati Shahuji Maharaj University, Kanpur.
- Have attended a National Seminar on “Emerging Trends in Infrastructure Development in India” held on 12-13th March 2011 at Lucknow University, Lucknow.
- Have attended a National Seminar on “Emerging Trends of Banking & Financial Sector in India” held in Feb 2009 at Lucknow University, Lucknow.





## **NITIN KULSHRESTHA**

### **Assistant Professor – Pursuing Phd,M.Com**

#### **Professional Qualification**

- *Executive programme in Financial Markets from jointly collaborated with NSE & NIFM (Ministry of finance) on weekends (2012-13)*
- *2008-2010- PGDM in MARKETING & FINANCIAL SERVICES (Dual Specialisation) from Jaipuria Institute of Management, Noida*

#### **Technical Qualification-Financial Analysis Skill Set)**

- Certified Technical Analyst
- NSE CERTIFIED EQUITY (DEALER) MODULE (NCFM)
- NSE CERTIFIED DERIVATIVE (DEALER) MODULE (NCFM)
- NSE CERTIFIED COMMODITY MARKET MODULE (NCFM)
- NSE CERTIFIED MARKET PROFESSIONAL
- NSE CERTIFIED OPTION MODULE (NCFM)
- SOFTWARE – META STOCK , AMIBROKER ,
- BOLT, NOW
- Certified Mutual Fund Distributor

#### **Work Experience :(7.5 years)**

- **Adjunct Professor** GL Bajaj Institute of Management & Research , Greater Noida
- **Visiting faculty** Amity University, Greater Noida
- **SEBI** Financial Education Resource Person (4 years)
- **Independent Research Analyst** , Corporate Trainer,
- **Intraday Derivative Trader**
- **Certified Mutual Fund Distributor**

#### **Entrepreneurial Venture, Since 2013**

- **“Margdarshan Education & Research Society”** (Regd) Appreciate Students by RBI & SEBI for NCFE Exam.
- Appreciation letter by Ministry of HRD
- Honorary award by NEN (**NATIONAL ENTREPRENEURIAL NETWORK**)

#### **Seminars/Conferences/Workshops/FDPs attended:**

- International conference on emerging perspectives in Fin -Tech – IIT , DELHI & NIFM , Faridabad (2018)
- International Journal of Advance Research, Ideas and innovation in Technology – Shabari Emporium: A Study of Customer Satisfaction (2018)
- International Conference -Leveraging fundamental and technical analysis forecasting financial markets. (GLBIMR , Greater Noida ) (2015-16)

#### **Expert Comment & Key note Speaker**

- National Stock Exchange

- SEBI
- Jaipuria Institute of Management ,Noida
- BSNL ,AGRA



## **Ms.Jaya Sharma**

**DESIGNATION:** Asst. Professor

**QUALIFICATION:** B.sc (Chem) Hons, MBA,

**EXPERIENCE:** 6Years

### **AREA OF INTEREST:**

- General Management
- Human Resource Management
- Marketing Management

### **RESEARCH AND PUBLICATIONS:**

- Paper presented on contribution of IT in 360 degree marketing at **International Conference on universal Trends &Technovations in Computer Science .**
- Presented paper on **Role of innovation in MNC's for the competitive advantage in International conference on innovations in IMT**
- Presented paper on Need of work life balance in the era of globalization National conference of New innovations in Science ,Technology and management .
- Presented paper on current economic challenges in national symposium on IT and management.



**Raavi Masta**

Assistant Professor

**B.Com (Hons.), M.Com, UGC-NET, Ph.D (Pursuing)**

**AREA OF INTEREST**

- Financial Management
- International Business

**EXPERIENCE**

**Centre for e-Learning** (August 2016 – September 2016

**(SGTB Khalsa College, University of Delhi) & June 2017 – December 2017)**

- Worked in the capacity of **Module Development Intern**
- Contributed in the e-PG Pathshala Project by UGC under the NMEICT mission of MHRD

**PROJECT WORK**

- Article Topic: **“Women as Investors: A Behavioural Analysis”**  
Publication: Drishti (Student Magazine of Department of Commerce, DU)
- Impact of “Make in India” on India’s International Business

**POSITIONS OF RESPONSIBILITY**

- Module Development Intern at e-PG Pathshala, MHRD-UGC

- Organising member of 4th Annual International Commerce Convention (Delhi School of Economics)
- Member of Media Cell, DSE
- Associate member of NSS, Rotaract

#### **OTHER INFORMATION**

- Lead Presenter from college at Antardhvani' 15 (University of Delhi)
- Social service Volunteer at Nirmal Chaya, Children Home for Girls
- Involved in providing tuitions to underprivileged students



**GARIMA GOEL, Asst. Professor**

#### **ACADEMIC QUALIFICATIONS**

**M.com( Finance) from Delhi School of Economics, University of Delhi**

**B.com (hons) from Sri Venkateswara College, University of Delhi**

**20th rank holder in M.com in University of Delhi.**

**Qualified JRF, December 2015 and UGC- NET June 2014.**

#### **PROFESSIONAL EXPERIENCE**

- **Dynasty International School, Sector-28, Faridabad April,2016-November,2016**
- **Worked as Academic Coordinator for senior wing and PGT Economics**
- **Examination and Time Table In-charge.**
- **G.D Goenka Public School, Faridabad as PGT Commerce August 2015-March,2016**
- **Organized “Commerce Zest” as a part of extracurricular activities.**
- **Efficiently managed various responsibilities tasks like submitting write ups for various competitions, certificate writing for Annual Sports Meet, making worksheets**

#### **RESEARCH**

- **Market and Demand analysis on „Proposal for new DSE Cafeteria“.Separation Management in Microsoft.**
- **Chinese Financial Market- An Introduction**

- **Article published in Education times, Times of India dated 30th March, 2015 on topic titled „Earn while you learn“.**

#### **ACHIEVEMENTS**

**According to AMCAT, 2014, I am a certified Data Processing Specialist, Certified Business Consultant, Certified Business Analyst, Certified Accounting Professional, Certified Software Development Trainee**

- **Recipient of certificate of participation in KPMG „Creating an Impact“ training program in 2011.**
- **Recipient of certificate of achievement in „Tech Hunt 2010“ organize by DAV Centenary College, Faridabad.**