

JDMC Faculty Proforma



1	Title	First Name	Middle Name	Last Name
		Ekta		Bansal
2	Designation	Assistant Professor		
3	Permanent			
	Temporary/ Ad-hoc (Please specify)	Permanent		
	Work Experience (Years of experience)	14 years 4 months		
4	Address:	Janki Devi Memorial College		
5	Phone No: Office			
	College Email	Ekta@jdm.du.ac.in		
6	Educational Qualifications (Highest Degree)	M.B.A (Finance) with Marketing, Pursuing Ph.D.		
7	Orientation/ Refresher/ FDP/ any other	<ol style="list-style-type: none"> 1. Successfully completed 4 days online training on NVivo and Citavi held on 6 November -10 November 2023. 2. Successfully completed One-Month (23June -22 July 2023)Online National Faculty Induction Programme/Orientation Course jointly organized by Janki Devi Memorial College, University of Delhi and Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) of Ministry of Education. 3. Successfully completed online Inter-Disciplinary two-week Refresher Course in “Managing Online Classes & Co- creating MOOCS 27.0” from 06 – 20 June, 2023 4. Successfully completed a 4 week induction /orientation programme for “Faculty in Universities/ Colleges/ Institutes of Higher Education “ from 20th june 2022 -19th july 2022 under the aegis of Ministry of Education PMMMNMTT in collaboration with Ramanujan College and obtained A+ Grade 5. Attended a FDP organized by Department of Commerce under the 		

		<p>agis of IQAC, JDMC on Topic “Data Analysis With Microsoft excel II” held on 29th March 2022</p> <p>6. Successfully Completed One Week National online FDP on "Qualitative Research & Issues in Plagiarism (An Interdisciplinary Approach)" organized by Guru Angad Dev Teaching Learning Centre, a centre Under pandit Madan Mohan Malviya National Mission on Teachers and Training scheme of Ministry of Education & Department of Business Economics, SGTB Khalsa College, University of Delhi ,held from Aug 5th -Aug 11, 2021 and has obtained "A" Grade</p> <p>7. <i>Organising team member of a One week National Online Faculty Development Programme on 'ICT</i></p>
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		<p><i>enabled Teaching Learning' from 7th-13th September, 2020, organised by Janki Devi Memorial College, Under the aegis of IQAC, in collaboration with Teaching Learning Centre and Research Development and Services Cell, Ramanujan College, University Of Delhi.</i></p> <p>5. Attended seven days National Faculty development programme on "Time Series & Panel Data Analysis", organised by MHRD, TLC Ramanujan College, University of Delhi on July 20th – 26th, 2020.</p> <p>6. Attended one week Faculty Development Program on "Research Techniques for Cross Sectional, Time Series and Panel Data" held from 8 June to 14 June 2018 at Sri Guru Gobind Singh College of Commerce, University of Delhi.</p> <p>7. Attended Faculty development program on "SPSS for beginners" on 25 May- 30 May 2020, organized by Research foundation of India & world virtual conference forum.</p>
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	<p style="text-align: center;">Participation in Workshops</p>	<ol style="list-style-type: none"> 1. Attended workshop "Enhancing Learning Experiences Using ICT- A Hand on Training Session" on 21st Sept. 2022 organized by IQAC, ICT Committee Janki Devi Memorial College. 2. Participated in an online Workshop titled "Enhancing Institutional and Faculty Academic and Research Visibility- A Workshop on INFLIBNET Portal" on 17th September 2022 organized by IQAC , Library and ICT Committee Janki Devi Memorial College. 3. Attended International workshop on "How to write literature review in Research papers" on 31st May 2020, organised Research foundation of India & world virtual conference forum. 4. Attended a workshop on" INFORMATION TECHNOLOGY "organized by University of Delhi under FYUP course in the year 2014. 5. Attended a workshop conducted by

		UNICIEF on COMMUNITY RADIO STATION in the year 2007.
8	Administrative Assignments Department (in the last two years)	<ol style="list-style-type: none"> 1. Faculty coordinator of Commerce Association (2019-2020). 2. Result analysis 3. Admission work 4. Collection of NAAC related Data.
	College (in the last two years)	1. NAAC member under criteria II.

		<p>2. Career opportunity cell member.</p> <p>3. Refreshment team member.</p>
	University (In the entire tenure)	Participated in evaluation of different undergraduate papers taught
9	Areas of Interest / Specialization	Finance, Social media marketing ,IT
10	Subjects Taught (in the last three years)	<p>1. Computer application in business.</p> <p>2. Human resource Management.</p> <p>3. Entrepreneurship</p> <p>4. Marketing management</p>
11	Research Guidance	
12	Publications Profile	
	Authored Books (Single/ Co-authored)	
	Edited Books (Single/ Co-edited)	
	Chapter in book (Single/ Co-edited) (Please specify whether National or International)	
	Article in Peer-reviewed Journal (Single/ Co-edited) (Please specify whether National or International, UGC Listed)	<p>1. Article written on the topic “Digital marketing: A success mantra for 21st century marketers” as main author published in International journal of Research in Management and social science, volume-3 issue 3 (1), July-September 2015, ISSN- 2322-0899.</p> <p>2. Article written on the topic “Impact of Social media on Rural India” as main author published in International journal of Management Research and business strategy, volume-4 issue-3, July 2015, ISSN-2319-345X.</p> <p>3. Article written on the topic “Top Social Media Updates 2015: A review of popular global social platforms” as main author published in International Journal of Advance and Innovative research, volume-2 issue-3 (1), July-September 2015, ISSN-2394-7780.</p> <p>4. Article written on the topic “ 5 social media trends and strategies 2015” as main author published in International Journal of Applied Research, IJAR 2015, 1(8),39-62,ISSN-2394-5869.</p>

		<ol style="list-style-type: none">5. Article written on the topic “Sanitation: An alarming situation in India” as co-author published in GE-International journal of management research, vol-3 issue-6, June 2015, ISSN-2321-1709.6. Article written on the topic “Social media marketing: Prerequisites for effective content success” as main author published in International journal of scientific research and education, volume-3 issue-7, July 2015, ISSN-2324-7545.7. Article written on the topic “Dominating Social media trends-2014” as main author published in International Journal of Research in Management and social science, vol-3 issue-4, October-December 2015, ISSN-2322-0899.8. Research paper written “A literature review: Impact of social media on consumer behaviour in Apparel industry” as main author published in International journal of scientific research and education, volume-3 issue-7, ISSN-2321-7545.9. Research paper written on the topic “Consumer orientation towards online buying via social media platforms” as co-author published in International journal of scientific research and education, volume-4 issue-01, January-2016, ISSN-2321-7545.10. Research paper written on the topic “Impact of online promotion via Social media on women’s buying behaviour attitude- A study made on apparel products” as main author published in International journal of Research in Management and social science, volume-3 issue-4, October-December 2015, ISSN-2322-0899.
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	Conference Proceedings (or any other form of published content)			
	Creative Writing			
	Translation			
13	Conference Participation (in the last three years) [Please specify whether National or International]	Participated and Organized “International Conference on Sustainable Development and The World Economy” from 4 th -5 th February 2019 by Department of Commerce, JDMC		
	Papers Presented	<ol style="list-style-type: none"> 1. Paper presented in three days International seminar on “New methods in business management: Innovation and Technology Integration” at Janki devi memorial college ,University of Delhi on 19 January 2024. 2. Presented a paper on "Digital dilemma, cyber frauds and mobile banking in India” at 7th National Conference organized by Trinity institute of Professional Studies, Dwarka on 25th March, 2017. 		
	Sessions Chaired			
	Discussant or any other			
14	ICT enabled teaching-learning			
	Development of e-content (Please specify if it is e-lesson, e-quizzes, e-lectures; also mention the Institution for which the same has been prepared)			
	Development of MOOCs			
15	Contribution to development of Syllabi			
16	Research Projects	Major Grants	Research Collaboration	UGC Funded Research Projects

17	Awards and Distinctions			
18	Association With Professional Bodies			
19	Other Activities			