

Faculty Details Proforma for DU Web-site

Photograph



	Title	First Name	Middle Name	Last Name
1	Dr.	Sonal		Jain
2	Designation	Assistant Professor		
3	Permanent	Permanent		
	Temporary/ Ad-hoc (Please specify)	-----		
	Work Experience (Total years of experience)	10 years 6 months		
4	Address:	-----		
5	Phone No: Office			
	College Email Id	sonaljain@jdm.du.ac.in		
6	Educational Qualifications (Highest Degree)	Ph.D.		
7	Orientation/ Refresher/ FDP/ any other	<ol style="list-style-type: none">1. Attended one month 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 from June 23, 2023- July 22, 2023.2. Attended online Inter-Disciplinary two-week refresher course in “Managing Online Classes & Co-creating MOOCs 27.0” organized by Teaching Learning Centre, Ramanujan College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) of Ministry of Education from June 06, 2023- June 20, 2023.3. Attended a Faculty Induction Programme by the Teaching Learning Centre, Ramanujan College, University of Delhi from June 4- July 1, 2020.		

		<ol style="list-style-type: none"> 4. Participated in an FDP on 'Hot Talk : An Interactive session conducted by ZYEGO' in Janki Devi Memorial College on 24th Jan, 2018 5. Attended "Two Days Faculty Development Programme on "Fundamentals of Goods & Service Tax", December 26-27, 2017, organized by Daulat Ram College, University of Delhi. 6. Attended "One day Faculty Development Programme using Ms-excel for Business Mathematics Problems" organized by PGDAV College, University of Delhi on 21st Jan, 2017. 7. Attended one-day Faculty Development Programme (FDP) on “E-Filing of Return” on Saturday, January 14, 2017, organized by The Indian Accounting Association, Delhi Chapter in collaboration with Deen Dayal Upadhyaya College, University of Delhi. 8. Attended the Faculty Development Programme on E-filing of Income Tax Return by Eminent Tax Consultant, Dr. Vinod K. Singhanian held at SGTB Khalsa College on 6th August 2016. 9. Participated in the Faculty Development Program on “Computerised Accounting System using Tally.ERP 9” on August 6, 2015 organised by Deen Dayal Upadhyaya College, University of Delhi, in Collaboration with Indian Accounting Association, Delhi Chapter, and Tally Education. 10. Participated in one-week Faculty Development Programme cum Workshop on “Analytical Techniques for Research in Social Sciences” organized by Delhi School of Professional Studies and Research (DPSR) in collaboration with “GLOBAL NETWORK OF BUSINESS RESEARCHERS” (GNBR) held on May 22-28, 2012.
	Participation in Workshops	<u>Resource Person</u>

		<ol style="list-style-type: none"> Delivered recorded lecture of 90 minutes on GST (Goods and Services Tax) in Online Two Week Refresher Course in Commerce and Management under the aegis of Pandit Madan Mohan Malaviya National Mission on Teachers & Teaching (PMMMNTT), Ministry of Education, from 25th June – 08th July, 2021. Conducted sessions of the Bystander intervention program RISE (in association with University of Munster, Germany) at Janki Devi Memorial College for the 1st year students of since September, 2019
8	Administrative Assignments	
	Department (in the last two years)	<ol style="list-style-type: none"> Convenor – Commerce Department Timetable Committee [2016- till date]
	College (in the last two years)	<ol style="list-style-type: none"> Member – Accreditation Support Group [April 2023 onwards] Member – IQAC Webinar Committee [2020- till date] Member – Counselling Committee [2018- till date] Member – Website Committee [2018- till date] Member – Examination Committee [2017- 2023] NAAC III Criterion Writer for NAAC Cycle 2 [2017- till date] Member – Feedback Analysis Committee [2018- till date] Member – Bystander Intervention Awareness Program [2019-till date]
	University (In the entire tenure)	NA
9	Areas of Interest / Specialization	Direct and Indirect Taxation
10	Subjects Taught (in the last three years)	Income Tax, GST & Customs Law, Business Mathematics

11	Research Guidance	NA
12	Publications Profile	
	Authored Books (Single/ Co-authored)	NA
	Edited Books (Single/ Co-edited)	NA
	Chapter in book (Single/ Co-edited) (Please specify whether National or International)	NA
	Article in Peer-reviewed Journal (Single/ Co-edited) (Please specify whether National or International, UGC Listed)	<ol style="list-style-type: none"> 1. Jain, S (2021). A Nomological Network Study of Employer Branding with CSR, Motivation, and Intention to Stay. Asia-Pacific Journal of Business Administration, Vol. 13 No. 4, pp. 553-573. ISSN: 1757-4323 DOI: 10.1108/APJBA-12-2020-0450 [ABDC: C 2019, Scopus Indexed, WoS ESCI Indexed; Citescore: 4.8 (2023)] 2. Jain, Sonal (2020). The role of leadership in developing a strong employer brand, International Journal of Business and Globalisation (IJBG), Vol. 26, No. 3, pp. 191-202. ISSN 1753-3635. DOI: 10.1504/IJBG.2020.110952 (UGC listed) 3. Kumar, Vibhash., Jain, Sonal., and Khanna, Swati. (2016). Employer Branding: A study of PSU's, Ramanujan International Journal of Business and Rsearch (RIJBR), Vol. I, pp. 17-33. ISSN 2455-5959 (UGC listed) 4. Jain, Sonal. (2013). Employer Branding and its impact on CSR, Motivation and Retention of employees using Structural Equation Modelling. Delhi Business Review. Vol. 14, No. 2, pp. 83-98. ISSN 2277-7725 5. Singh, Ajay Kr. and Jain, Sonal. (2013). Employer Branding: A tool for motivating and retaining employees, Indian Journal of Current Trends in Management Sciences, April, Vol. VI, No. 1, pp. 1-14. ISSN 0976-1845 (Published as a Lead Article).
	Conference Proceedings (or any other form of published content)	Kumar, Vibhash., and Jain, Sonal (2017). Employee Engagement: A study of select

		sectors. Seminar Proceedings Vol. on 'Social Inequalities and Economic Development'. pp. 83-89. ISBN 978-81-931023-2-9		
	Creative Writing	NA		
	Translation	NA		
13	Conference Participation (in the last three years) [Please specify whether National or International]			
	Papers Presented	NA		
	Sessions Chaired	NA		
	Discussant or any other	NA		
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)	<p>LESSON WRITING FOR VIRTUAL LEARNING ENVIRONMENT, ILLD, UNIVERSITY OF DELHI (National)</p> <ol style="list-style-type: none"> Jain, Sonal. (2013). Theories of selling Traditional and Modern. ISSN: 2349-154X. URL: http://vle.du.ac.in/mod/tab/view.php?id=8143 Jain, Sonal. (2013). Personal selling as career. ISSN: 2349-154X. URL: http://vle.du.ac.in/mod/book/view.php?id=10232&chapterid=16977 <p>LESSON WRITING FOR MHRD Project “National Mission on Education Through ICT” IN UNIVERSITY OF DELHI (National)</p> <ol style="list-style-type: none"> Kumar, Vibhash. and Jain, Sonal. (2015). Performance Appraisal System. ISSN: 2349-154X. URL: http://vle.du.ac.in/mod/tab/view.php?id=8144 <p>MODULES WRITING FOR UGC Project “E-PG Pathshala” IN UNIVERSITY OF DELHI</p> <ol style="list-style-type: none"> Jain, Sonal (2015). Transactional Analysis. Jain, Sonal (2015). Leadership From Within. Jain, Sonal (2015). Brand Equity. 		

	Development of MOOCs	NA		
15	Contribution to development of Syllabi	NA		
16	Research Projects	Major Grants	Research Collaboration	UGC Funded Research Projects
				Minor Research Project titled 'Emotional Intelligence and its Impact on the Stress Level of Faculty Members & Students in Higher Educational Institutions in India' sponsored by Teaching Learning Centre (TLC), Ramanujan College under PMMMMNTT (Pandit Madan Mohan Malviya National Mission for Teachers and Teaching) under MHRD. Grant Approved: 3.5 Lacs. (Received: 1.75 Lacs)
17	Awards and Distinctions	<ol style="list-style-type: none"> 1. Best Paper Award on the paper entitled “Employer Branding: A study of PSU's” in the technical session “Emerging Trends and Contemporary Issues in Marketing”, in the National Conference on “Emerging Trends and Contemporary Issues in Finance and Marketing” on April 4, 2015 organised by Ramanujan College, University of Delhi. 2. Best Paper Award on the paper entitled “Employer Branding and Its Impact on CSR, Motivation, and Retention of Employees Using Structural Equation Modelling” in the technical session 		

		<p>“Research Paper Presentations on Contemporary Issues”, in the XIV Annual International Conference on “Globalisation: Challenges and Opportunities” from June 21 – 22, 2013 in Lisbon, Portugal.</p> <p>3. Awarded “Third Prize” for presenting a case study entitled “Transformational leadership at work: A case study of Micromax Informatics Limited” jointly presented by Dr. Ajay Kr. Singh, Mr. Vibhash Kumar, and Ms. Sonal Jain in the Case Study competition in the National Conference on “Transformational Leadership and Beyond” organized by Shri Ram College of Commerce, held on March 6-7, 2013 at Delhi, India.</p> <p>4. Best Paper Award on the paper entitled “Employer Branding: A tool for motivating and retaining employees” in the Technical Session on “Marketing - Branding” at the International Conference on “Current Reality and Emerging Trends in Global Management Practices” organized by Institute of Management Studies, Career Development & Research held on January 11-13, 2013 at Ahmednagar, Maharashtra, India.</p>
18	Association With Professional Bodies	Life member of Indian Commerce Association
19	Other Activities	NA

This is to certify that the information provided by me is correct and to the best of my knowledge

Name and Designation: Dr. Sonal Jain, Assistant Professor