

## Faculty Details Proforma for DU Web-site

**Photograph**



	Title	First Name	Middle Name	Last Name
1		Dr. Amita		
2	<b>Designation</b>	Professor		
3	<b>Permanent</b>	Permanent		
	<b>Temporary/ Ad-hoc (Please specify)</b>			
	<b>Work Experience (Total years of experience)</b>	16.5 Years		
4	<b>Address:</b>	Janki Devi Memorial College, New Delhi		
5	<b>Phone No: Office</b>			
	<b>College Email Id</b>	amitacharan@jdm.du.ac.in		
6	<b>Educational Qualifications (Highest Degree)</b>	Ph.D. in Management Science, LL.B, NET Qualified		
7	<b>Orientation/ Refresher/ FDP/ any other</b>	<p>1. Attended AICTE Sponsored two weeks Faculty/Staff development programme on Management Practices in Indian Organizations: Trends and Issues, organized by G.G.S.I.P. University, Delhi, 5 th June -17 th June, 2006.</p> <p>2. Attended UGC Sponsored one-month Refresher Course in commerce organized by CPDHE, University of Delhi, 1 st October – 23 rd October, 2009.</p> <p>3. Attended UGC Sponsored one-month Orientation Course organized by CPDHE, University of Delhi, 20 th June - 17 th July, 2013.</p> <p>4. Completed one-week FDP on Higher Education: Road Ahead Developing Next Generation Academic Leaders from Sri Venkateshwara College, University of Delhi, PMMMNMTT (Online), 25 th November - 1 st December 2020.</p> <p>5. Completed one-week UGC-sponsored workshop on Research Methodology from Jamia Milia Islamia, Delhi, HRDC (Online), 17 th December - 23 rd December, 2020.</p> <p>6. Completed one-week FDP on ICT – Based Learning and Developing Moocs for Teaching Process In Higher Education from SST College of</p>		

		<p>Arts and Commerce Maharashtra, PMMMMNMTT (Online) from 29 th December – 4 th January , 2021.</p> <p>7. Completed one-week UGC sponsored workshop on Research Methodology from CPDHE, University of Delhi (Online), 6 th January - 12 th January, 2021.</p> <p>8. Completed one-week FDP on Student Centric Pedagogic Methods from JDMC, University of Delhi - PMMMMNMTT (Online) from 24 th January - 2 nd February, 2021.</p> <p>9. Attended Two weeks Interdisciplinary National Refresher Course on New Paradigms in Commerce and Management organized by Ramanujan College PMMMMNMTT (online), 15 th September- 28 th September, 2021.</p> <p>10. Attended One Week Capacity Building FDP on Enhancing Administrative Efficiency in HEIs jointly organized by Janki Devi Memorial College and PMMMMNMTT Ramanujan College (online) 16 th November – 22 nd November, 2021.</p> <p>11. Completed ISO EOMS Training for Internal Audit organized by COAE in December 2022.</p> <p>12. Attended refresher training on Internal Auditing organized by COAE on December 12 th 2023.</p>
	<p><b>Participation in Workshops</b></p>	<p>1. Attended three days ILLL Workshop on capacity building organized by ILLL &amp; University of Delhi, 21 st December – 23 rd December, 2009.</p> <p>2. Attended 12 days MS Excel Training course organized by DUCC University of Delhi , 18 th January - 29 th January , 2010.</p> <p>3. Attended 5 days SPSS Training course organized by DUCC University of Delhi, 18 th January - 22 nd January, 2010.</p> <p>4. Attended 12 days MS Access Training course organized by DUCC University of Delhi, 24 th May - 4 th June, 2010.</p> <p>5. Attended one-day National Workshop on Data Analysis Using SPSS, organized by Department of Commerce KMC, DU, 13 th December, 2010.</p> <p>6. Attended three days Workshop on Paper 2.2 Fundamental of Computers and Information System, Organized by SRCC, DU, 22 nd -24 th November, 2011.</p>

		<p>7. Attended one-day Training Workshop on Business Organization and Management, organized by JDMC on 21st September, 2012.</p> <p>8. Attended one-day Workshop organized by JDMC -IQAC on Research options for faculty on 12 th May, 2018.</p> <p>9. Attended a Knowledge-sharing programme organized by IBS (ICFAI) on Use of Case Studies and Experiential Methods for Teaching on 11 th September, 2019.</p> <p>10. Attended webinars on National Education Policy 2020: Role of Commerce in Education on 2 nd September, 2021, organized by Rajdhani College.</p> <p>11. Attended webinars on National Education Policy 2020: Role of Commerce in Education on 7th September, 2021, organized by Indian Commerce Education.</p> <p>12. Attended a Webinar on Workplace Safety, Protection of Women Employees at workplace and Legal Remedies, organized by the Career Opportunity Cell, JDMC on 7 th September, 2021.</p> <p>13. Attended a webinar on Gaining Proficiency in Online Admission Procedures, organized by Janki Devi Memorial College on 30 th September, 2021.</p> <p>14. Attended a Webinar on Building Institutions- Role of Accreditation Process and Stakeholders in HEs in the light of NEP 2020, organized by IQAC, Janki Devi Memorial College on 21 st October, 2021.</p> <p>15. Attended IP Awareness and Training Program under National Intellectual Property Mission organized by IPO on 6 th January, 2022.</p> <p>16. Attended a Webinar on Discover Emerald resources for your academic excellence and research, organized by Emerald Publishing on 18th January, 2022.</p> <p>17. Attended a webinar on Data analysis with Microsoft Excel on 24 th January, 2022, organized by JDMC.</p> <p>18. Attended a webinar on Understanding Plagiarism Detection Software Ouriginal, organized by University of Delhi on 28 th January, 2022.</p> <p>19. Attended a webinar on Pedagogies for Enriching Classroom Experience, organized by IQAC, JDMC on 5 th May, 2022.</p>
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8	<b>Administrative Assignments</b>	
	<b>Department (in the last two years)</b>	Admission Committee, Research Committee, Internal Audit Team
	<b>College (in the last two years)</b>	Convener Career Opportunity Cell, Convener ICT Academy Activities, Convener ICT And Automation, Member in E-resource center, Member in Career Counselling and Career Opportunities, Member in E-Governance Committee, Internal Auditor
	<b>University (In the entire tenure)</b>	College Nodal Officer AISHE-MHRD, Observer in screening Ph.D. and MPhil students, Convener in the Screening of Assistant Professor's form, Head Examiner, Additional Examiner for Marketing and Advertising
9	<b>Areas of Interest / Specialization</b>	Digital Marketing and Sustainability Issues in Advertising and Marketing
10	<b>Subjects Taught (in the last three years)</b>	Advertising, Marketing, Brand Management, Organisational Behaviour, and International Business
11	<b>Research Guidance</b>	Undergraduate Projects

12	<b>Publications Profile</b>	
	<b>Authored Books (Single/ Co-authored)</b>	<p>1. Marketing: An Indian Perspective, for Commerce and Management courses, First &amp; Second Edition, 2014, Second Revised edition in 2015 by Galgotia Publication ISBN No. 81-8218-053-8. (First Author)</p> <p>2. Advertising and Brand Management for Commerce other undergraduate courses in Management, First Edition 2018 and Paperback in 2019, ISBN No. 978-93-8546-289-4, Ane Publication. (First Author)</p>
	<b>Edited Books (Single/ Co-edited)</b>	NA
	<b>Chapter in book (Single/ Co-edited) (Please specify whether National or International)</b>	<p>1. Security over the Internet published in 'Information Technology' by Delhi University Press for foundation course in Information Technology, University of Delhi, 2013, ISBN 978-81-7371-900-4.</p> <p>2. Cyber Crimes in 'Information Technology' by Delhi University Press for foundation course in Information Technology, University of Delhi, 2013, ISBN 978-81-7371-900-4.</p> <p>3. Measuring Effectiveness of Mobile Advertising in India published in 'Business Transformation Through Green Growth, Globalization and Governance.' New Delhi: JSR Publishing House, 2018, ISBN 978-93-87684-37-9.</p> <p>4. Internet Impact: A study on ill effects of Internet on user published in Conference Proceedings of Global Business and Innovative Management: Challenges and Issues, ISSN: 978-93-83263-37-0, Technia Institute, GGSIPU, Dwarka, 2017.</p> <p>5. Selection Barriers and Challenges for Marginalized Sections in India published in 'Human Resource: People, Process and Technology' 2019, ISBN 91995324662.</p>
	<b>Article in Peer-reviewed Journal (Single/ Co-edited) (Please specify whether National or International, UGC Listed)</b>	<p>1. Technological Reforms and Mobile Banking in India contributed in Journal of Marketing and Communication, NIILM, UGC Indexed, Roughened Press Delhi, ISSN 09372330, Volume II, Issue 1, 2015.</p> <p>2. Digital Marketing and online Consumer Behaviour in India published in Anveshak International Journal, UGC Indexed, Volume 4, No. 2, Print ISSN 2278-8913 Online 2350-0794, 2015.</p>

		<p>3. Impact of Digital Marketing Communication through Facebook Vs. Twitter: A comparative study of Indian consumers, published by (UGC Indexed) NDIM International Journal, Review of Professional Management, Volume 14, 2, 52-65, Print ISSN:0972-8686, Online ISSN: 2455-0647, 2016.</p> <p>4. Social Media Marketing and Cognitive Development in Indian Youth published in Delhi Business Review an International Journal of DSPSR, ISSN (Print) 0972- 222X :: ISSN (Online) 2277-7725, Volume 18, No-1, Jan – July 2017.</p> <p>5. Cybercrime and Cyber education among Youth in India, published in Journal of Management Research and Insight, ISSN 24561088, Volume 3, Issues 1, BCIPS, GGSIPU, Dwarka, Jan- Dec 2018.</p> <p>6. Customers’ Perception towards Green Banking Practices in India. Think India Multidisciplinary International Journal, ISSN 0971-1260, UGC CARE Journal, Vol. 22, Issue 4th October 2019: 3653-3665.</p> <p>7. Wealth distribution and Income inequality among various social classes in India. Think India Multidisciplinary International Journal, ISSN 0971-1260, UGC CARE Journal, Vol. 22, Issue 4th October 2019: 3653-3665.</p> <p>8. Affirmative Actions in Indian Higher Education System. Journal of Studies in Indian Place Names, ISSN 2394-3114, UGC CARE Group -I, Vol. 40, Issue 03, Feb, 2020.</p> <p>9. Coronavirus Disease (Covid-19), Global Recession and Migrants in the Indian Economy. International Journal of Advanced Science and Technology, ISSN 2394-3114, Scopus H Index 4, IEEE SERCE, Elsevier Publications, Vol. 29, No. 8, 20th May, 2020.</p> <p>10. Characterizing social media contents for regulating hate crimes and cyber racism against marginalized and Dalits, International Journal of Computer Science, Scopus H Index 4, IEEE, Elsevier Publications, June, 2020.</p> <p>11. Marketing Communication and Awareness on Sustainable Consumption of Fossil Fuel in Delhi and NCR, IJMER, ISSN 2277-7881, July, 2022. 12. Digital Promotion, Social Media, and Civic Engagement: Recent Elections In India, IJMER, ISSN 2277-7881, July, 2022.</p>
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	<b>Conference Proceedings (or any other form of published content)</b>	NA
	<b>Creative Writing</b>	<p>1. Dalitbandi: A poetry collection, Natraj Publications, 2020.</p> <p>2. Many other Hindi poems and articles are published in various Magazines.</p>
	<b>Translation</b>	NA
13	<b>Conference Participation (in the last three years) [Please specify whether National or International]</b>	<p>1. Attended a two days National conference on Emerging Trends in Management Practices 2019 organized by Rukmani Devi Institute of Advanced Studies and presented a paper on Customers Perception towards Green Banking Practices in India, 11 th - 12 th April, 2019.</p> <p>2. Attended one day National conference organized by Daulat Ram College on “Income Inequality and Protectionism” at Daulat Ram College, Delhi, 21 st January, 2020.</p> <p>3. Attended a National conference and presented a Paper entitled “Affirmative Action in Indian Higher Education System” in the conference theme on “Modern Researches in Business Practices, Social Sciences and Education System” Organized by BCIPS , 5 th - 7 th February, 2020.</p> <p>4. Attended and presented a Paper entitled “Characterizing Social Media Contents for Regulating Hate Crimes and Cyber Racism against Marginalized and Dalits in India” in International Conference on Computational Performance Evaluation (ComPE - 2020), 2nd - 4th July, 2020 Organized online by North-Eastern Hill University, Shillong, and IEEE India.</p> <p>5. Attended an International Conference organized by Rajdhani College and presented a paper on Marketing Communication and Sustainable Consumption of fossil fuels on 17th-18th December 2021.</p>

		6. Participated in International webinar on Latest Technologies of Artificial Intelligence in Digital Marketing, organized by Research Affairs Committee, Rajdhani College, University of Delhi, on 28th August, 2023.
		<p>1. Attended a two days National conference on Emerging Trends in Management Practices 2019 organized by Rukmani Devi Institute of Advanced Studies and presented a paper on Customers' Perception towards Green Banking Practices in India, 11th - 12th April, 2019.</p> <p>2. Attended a National conference and presented a Paper entitled "Affirmative Action in Indian Higher Education System" in the conference theme on "Modern Researches in Business Practices, Social Sciences and Education System" Organized by BCIPS , 5th - 7th February, 2020.</p> <p>3. Attended an International Conference and Presented a Paper on "Characterizing Social Media Contents for regulating Hate Crimes and Cyber Racism against Marginalized and Dalits in India" and attended International Conference on Computational Performance Evaluation (ComPE - 2020), 2nd - 4th July, 2020 Organized online by North-Eastern Hill University, Shillong, and IEEE India.</p> <p>4. Attended an International Conference organized by Rajdhani College and presented a paper on Marketing Communication and Sustainable Consumption of fossil fuels on 17th-18th December 2021.</p>
	<b>Papers Presented</b>	
	<b>Sessions Chaired</b>	<p>1. Resource Person on Ethical Issues in Advertising for a Special Lecture at Aditi Mahavidyalaya on 3 rd March 2016.</p> <p>2. Resource Person for a Seminar on Plagiarism Software Urkund organized for the faculty members of Janki Devi Memorial College on 24 th October, 2018.</p> <p>3. Resource Person for a Guest Lecture on Green marketing and sustainable consumption for BCIPS, GGSIPU on 9 th October, 2019.</p> <p>4. Resource Person for an ICT workshop on MS office tools organized by Hindi Department Janki Devi Memorial College on 10 th - 11 th December, 2021.</p> <p>5. Resource Person for an ICT Workshop on Enhancing Institutional and Faculty's Academic and Research Visibility-A Workshop on</p>



		<p>INFLIBNET Portal organized for the faculty of Janki Devi Memorial College on 17 th September, 2022.</p> <p>6. Resource Person for an ICT Workshop on Enhancing on MS Office Tools, organized for the faculty of Janki Devi Memorial College on 24 th August 2023.</p> <p>7. Resource Person for an ICT Workshop on Enhancing on MS Office 365, organized for the faculty of Janki Devi Memorial College on 8 th September 2023.</p> <p>8. Resource Person for an ICT Workshop on Enhancing on MS Office with Advanced Excel, organized for the faculty of Janki Devi Memorial College on 20 th September 2023.</p> <p>9. Resource Person for an ICT Workshop on Enhancing on An Introduction to MS Office Tools, organized for the faculty of Janki Devi Memorial College on 22 th September 2023.</p> <p>10. Resource Person for an ICT Workshop on Enhancing on MS Office Essentials, organized for the faculty of Janki Devi Memorial College on 16 th November 2023.</p> <p>11. Conference Chair for one Technical Session organized by Maharaja SurajmaL Institute on Crime, Criminology and Cyber Forensics 8 th December, 2023.</p>		
	<b>Discussant or any other</b>			
14	<b>ICT enabled teaching-learning</b>			
	<b>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)</b>	Content writer for Institute of LifeLong Learning, Delhi University and prepared e- lessons on ill effects of internet and Security over internet. (2013)		
	<b>Development of MOOCs</b>			

15	<b>Contribution to development of Syllabi</b>	Developed contents for FYPU course and contributed chapters in a Book on Information Technology by University Press, Delhi University. (2014)		
16	<b>Research Projects</b>	Major Grants	Research Collaboration	UGC Funded Research Projects
17	<b>Awards and Distinctions</b>	Prof. B.S. Mathur Award by Indian Accounting Association, 2008	Felicitated by We the People of India for Academic Excellence, 2019	
18	<b>Association With Professional Bodies</b>	ISO Certified Internal Academic Auditor	Life Time Member in the Society for Environment and Sustainable Development & Contribution towards Environment Protection and Sustainable Development	Life Time Member in Forensic Sciences and Cyber Safety
19	<b>Other Activities</b>			

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

**Name and Designation: \_\_\_\_\_ Dr. Amita, Professor in Commerce \_\_\_\_\_**