

Meghna Surana

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Career Objective

To bring my enthusiasm for teaching, commitment to student success, and passion for learning to the role of Lecturer.

Education

- **Ph. D. (Pursuing)** - Marketing
Department of Commerce, University of Delhi
- **M.Phil.** - Marketing (2018)
Department of Commerce, University of Delhi
- **M.Com.** (2013)
Shri Ram College of Commerce, University of Delhi
- **B.Com. (Hons.)** (2011)
Keshav Mahavidyalaya, University of Delhi
- **Higher Secondary** (2008)
St. Xavier's School, New Delhi

NET & JRF qualified (December, 2012)

Work experience

- Assistant Professor (Permanent) (2025- Present)
Janki Devi Memorial College, University of Delhi
- Assistant Professor (Guest) (2024-2025)
Janki Devi Memorial College, University of Delhi
- Assistant Professor (Guest) (2023-2024)
Hindu College, University of Delhi
- Assistant Professor (Ad-hoc) (2014-2023)
Janki Devi Memorial College, University of Delhi

Research Projects

- Completed a Minor Research Project approved by Teaching Learning Centre under PMMMNMTT by Department of Higher Education, Ministry of Education, Government of India titled "Emotional Intelligence and Its Impact on the Stress Level of Faculty Members and Students in Higher Educational Institutions in India"

- Completed A Research Project (2021) on: Awareness and Effectiveness of Plastic Ban Measures in India: Special Reference to Single Use Plastic, funded By Vidyawati Foundation

Publications

- (2024).
A Comprehensive Study on the Influence of Brand Loyalty on Consumer Perception towards the Effectiveness of Comparative Advertising Strategies.
European Economic Letters, 14, pp. 1951–1956. ISSN: 2323-5233.
- (2015).
Consumer perception of comparative advertising and its impact on brand evaluation.
International Journal of Innovative Research and Studies, Vol. 4, No. 1, pp. 1–22. ISSN: 2319-9725.
- (2014).
Comparative Advertising Effectiveness with Legal and Cross Culture Framework.
International Journal for Research in Management and Pharmacy (IJRMP), Vol. 3, No. 3, April, pp. 54–61. ISSN: 2320-0901.

Orientation/ Refresher/ FDP attended

- Two - Week Refresher Course in “COMMERCE” from 30 October - 13 November, 2022 and obtained Grade A+ sponsored by Teaching Learning Centre, Ramanujan College, University of Delhi in collaboration with Janki Devi Memorial College, University of Delhi under the aegis Of Ministry of Education, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching
- Four -Week Induction/ Orientation Programme for "Faculty in Universities/ Colleges/Institutes of Higher Education" from June 04 - July 01, 2020 by Teaching Learning Centre, Ramanujan College, University of Delhi sponsored by Ministry of Human Resource Development, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.
- E-faculty Development Programme organized Department of Commerce, Aurobindo College, University of Delhi from 23rd to 24th January, 2021.

Participation in College Committees/Societies

- Resource Person: Bystander Intervention Program by University of Muenster, Germany
- Member: Time Table Committee, Annual Report Committee, Garden Committee, ICT Committee, E-Content (Committee), Feedback Core Committee
- NAAC - Point Person (Commerce Department), Feedback Form Analysis team, Editing team.
