

## Faculty Details Proforma for DU Web-site

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1	<b>Title</b>	<b>First Name</b>	<b>Middle Name</b>	<b>Last Name</b>
	Dr	Poonam		Bewtra
2	<b>Designation</b>	Professor		
3	<b>Permanent</b>	Permanent		
	<b>Temporary/ Ad-hoc (Please specify)</b>	NA		
	<b>Work Experience (Years of experience)</b>	41		
4	<b>Address:</b>	B-2/80 Safdarjung Enclave, New Delhi 110029		
5	<b>Phone No: Office</b>	011-25787754		
	<b>College Email</b>	poonambewtra@jdm.du.ac.in		
6	<b>Educational Qualifications (Highest Degree)</b>	Ph.D		
7	<b>Orientation/ Refresher/ FDP/ any other</b>	<p>1.FDP on COMMERCE organized by Department of Commerce, Janki Devi Memorial College and TLC, Ramanujan College, DU under the PMMMNTT from 30th October -13thNovember 2022</p> <p>2. FDP on Research Methodology organised by Research Affairs Committee, Rajdhani College, University of Delhi in Collaboration with Indian Commerce Association (ICA) Delhi - NCR Chapter from 04th July- 10th July 2022</p> <p>3. CONVENOR of the FDP on Enhancing Administrative Efficiency in HEIs organised by Janki Devi Memorial College and PMMMNTT Ramanujan College, University of Delhi from 16th November-22nd November 2021</p> <p>4.FDP on Data Analysis Using SPSS organised by Amity Business School, Amity University, Haryana from 13th - 17th</p>		

		<p>September 2021</p> <p>5.FDP on Personal Financial Planning and E-Filing of Income Tax Returns organized by Sri Aurobindo College with Mahatma Hansraj Faculty Development Centre from 2nd September- 8th September 2021</p> <p>6. FDP on Enhancing Research Skills organized by Department of Commerce, Kamla Nehru College, University of Delhi on 4th - 5th August 2021</p> <p>7..One week online Faculty Development Programme on “Student-Centric Pedagogic Methods” from 27<sup>th</sup> January – 02<sup>nd</sup> February, 2021 organized by JDMC in collaboration with MHRFDC, Hans Raj College</p> <p>8. One week online Faculty Development Programme on “ICT Enabled Teaching Learning”, from 7th to 13th September, 2020 organised by JDMC in collaboration with TLC, Ramanujan College, DU.</p> <p>9. One week online Faculty Development Program on "Contemporary Teaching Methodologies: Enabling Effective Teaching Learning Process", from 15th-20th June 2020 organized by the Department of Commerce, Sri Aurobindo College, under the aegis of IQAC.</p> <p>10. Convenor of the Faculty Development Programme on “Research Methods for Business Management, Economics and Social Sciences” organised by the Department of Commerce, JDMC in collaboration with IBS ( ICFAI Business School) on 2nd November,2018.</p>
	<p><b>Participation in Workshops</b></p>	<p>1. Attended a Workshop on NEP-2020: Changing Role of Teachers organized by Centre for Professional Development in Higher Education (CPDHE) on 9th September 2022</p> <p>2. Attended a Workshop on NEP-2020 Implementation Plan: Strategic Action Plan and Goals on the theme 'Multidisciplinary</p>

		<p>and Holistic organized by Centre for Professional Development in Higher Education (CPDHE) on 29th July 2022</p> <p>3. Convenor of the Workshop on Learning to Proofread organized by IQAC.Janki Devi Memorial College, University of Delh on 30th October 2021</p> <p>4. Attended a Short Term Course on Implementation of National Education Policy (NEP) 2020 organized by Centre for Professional Development in Higher Education (CPDHE) from 20th - 26th October 2021</p> <p>5.Convenor of the National Webinar on Workplace Safety, Protection of women Employees at Workplace and Legal Remedies organized by Career Opportunity Cell, Janki Devi Memorial College on 7th September 2021</p> <p>6.Attended a Workshop "Using Spreadsheets for Business Mathematics Problems"organized by Department of Commerce, Sri Aurobindo College, University of Delhi from 23rd to 24th January, 2021.</p> <p>7.Moderator for the Webinar on 'What to do during the Covid crisis to accelerate your career?', organised by the Career Opportunity Cell, Janki Devi Memorial College, Delhi University, held on 19th May, 2020.</p> <p>8. Organised the first Stakeholders Development Programme- interactive session of students, parents and the principal about placements, internships and skill enhancement courses as Convenor of the Career Opportunity Cell, JDMC on 28th August 2020</p> <p>8.Participated in ONE DAY WORKSHOP on 'Principles of Marketing' Organized by department of Commerce, Kamla Nehru</p>
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		College in collaboration with Department of Commerce, Delhi School of Economics, University of Delhi on 28th September 2019
8	<b>Administrative Assignments</b>	
	<b>Department (in the last two years)</b>	1.Convenor, Time Table Committee 2.Convenor Workload Committee 3. Member of the screening committee
	<b>College (in the last two years)</b>	1.Convenor, Time Table Committee 2.Convenor, Career Opportunity Cell 3.Convenor, ETIHAD,The MUN Society 4.Director,Centre for Career Counselling,Career Opportunities and Skill Enhancement 5. Presiding Officer, Internal Complaints Committee, April 2021-March 2024 6. Bursar September 2021 -2022 7. Staff representative, Governing Body from 1st October 2022 to September 2023 8. G 20 Nodal Officer 2023
	<b>University (In the entire tenure)</b>	1. Appointed Convenor of the Paper setting team of different papers for Centenary Examination 2. Convenor of the Paper setting team for different papers in BA Prog and B.Com Hons 3. Head Examiner and Additional Head Examiner of the various papers taught 4. Participated in evaluation of different undergraduate subjects taught 5. Member of Undergraduate Curriculum Framework (UGCF) - 2022 based on NEP 2020 - Economics, Department of Commerce, Faculty of Commerce and Business, University of Delhi (April-May 2022) 6. Member of Undergraduate Curriculum Framework (UGCF) - 2022 based on NEP 2020 - Marketing, Department of Commerce, Faculty of Commerce and Business, University of Delhi (April-May 2022) 7.Member of Undergraduate Curriculum Framework (UGCF) - 2022 based on NEP 2020 - Business Mathematics, Department of Commerce, Faculty of Commerce and

		Business, University of Delhi (April-May 2022)
9	<b>Areas of Interest / Specialization</b>	Economics, International Business
10	<b>Subjects Taught (in the last three years)</b>	Business Mathematics, Marketing
11	<b>Research Guidance</b>	<p>1.Guided B.Com Students for research project " Awareness and Effectiveness of Plastic Ban measures in India;special reference to Single Use Plastic ”under the aegis of the College Research Committee in the year 2020-2021.</p> <p>2.Mentor of many Undergraduate projects assigned for B.COM. (Hons.) final year students on various topics (4 – 6 every year under semester system)</p>
12	<b>Publications Profile</b>	
	<b>Authored Books (Single/ Co-authored)</b>	Author of book: The Evolution of the Television Industry in India published by Ish Kapur Dhanpat Rai Publications Pvt. Ltd, New Delhi, India
	<b>Edited Books (Single/ Co-edited)</b>	
	<b>Chapter in book (Single/ Co-edited) (Please specify whether National or International)</b>	Author of 7 chapters of the resource book developed by Institute of Life Long Learning, ILLL (University of Delhi, Department of Commerce) for B.Com (H) Part III, Paper XVIII, Indian Economics uploaded on ILLL website (2011)
	<b>Article in Peer-reviewed Journal (Single/ Co-edited) (Please specify whether National or International, UGC Listed)</b>	<p>1.The gig economy in India: growth, challenges and the way forward Suman Kharbanda, Poonam Bewtra &amp; Supriya Kamna (2024), Int. J. Indian Culture and Business Management, 33(1)</p> <p>2.A Study on Stock Market Anomalies of Nifty Sectoral Indices in India, Priya Yadav &amp; Poonam Bewtra (June 2023), Empirical Economics Letters, 22 (6)</p>

		<p>3.How Corruption Distance affects FDI inflows in India? (2023), Review of Professional Management, UGC Carelist 1</p> <p>4. Regenerative Food Forest: A case study of Vanya Organic Farm (2022), Current Agriculture Research Journal_10(3), UGC Carelist 1</p> <p>5. EMERGING TECHNOLOGIES IN INSURTECH: CHALLENGES AND RISK IN THE INSURANCE SECTOR Dr. Aishvarya Bansal &amp; Dr. Poonam Bewtra (2022) Journal of Commerce, Economics &amp; Computer Science 08(04)</p> <p>6.WOMEN EMPOWERMENT &amp; GENDER INCLUSION FUND: EQUITABLE AND INCLUSIVE VISION IN THE NATIONAL EDUCATIONAL POLICY 2020 Dr. Aishvarya Bansal &amp; Dr. Poonam Bewtra (2022) International Journal of Innovations &amp; Research Analysis 02 (03)</p> <p>7. Trends in Retail Investor behaviour in the Stock Market post COVID-19.(2022) International Journal of Creative Research Thoughts, 10(5)</p> <p>8. A STUDY ON CHANGING TRENDS IN CONSUMER ELECTRONICS INDUSTRY ESPECIALLY THE TELEVISION SEGMENT(2022), International Journal of Advanced Research in Commerce, Management &amp; Social Science (IJARCMSS) 05,( 04(II))</p>
	<b>Conference Proceedings (or any other form of published content)</b>	
	<b>Creative Writing</b>	
	<b>Translation</b>	
13	<b>Conference Participation (in the last three years) [Please specify whether National or International]</b>	Member of the Organizing team of the International Conference on “Human Resource Management: Paradigm Shift and Innovative Practices” organized by the

		Department of Commerce under the aegis of IQAC, JDMC		
	<b>Papers Presented</b>	Presented a paper - New Paradigm and Digitisation of Accounting with Growth in Online Apps: A study of Top 10 Accounting Softwares in India at the 44th All India Accounting Conference and International Seminar on Accounting Education and Research organized by School of Commerce and Business Studies, Jiwaji University, Gwalior in association with Indian Accounting Association, Gwalior Branch 29th-30th October 2022		
	<b>Sessions Chaired</b>			
	<b>Discussant or any other</b>	Resource Speaker for the Online Expert Talk on The Goal of \$ 5 Trillion Economy- Strategies and Challenges for School of Humanities and Social Sciences JAIN(Deemed-to-be University) Bangalore 19 November,2022		
14	<b>ICT enabled teaching-learning</b>	ILLL	JDM College E content	
	<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>	Author of the chapters (7 ) of the resource book developed by ILLL (University of Delhi, Department of Commerce) for the website of ILLL for B.Com (H) Part III,Paper XVIII, Indian Economics. (written in 2010-11)	Question bank and lecture ppts for Macro Economics, Indian Economyand Business Mathematics paper	
	<b>Development of MOOCs</b>			
15	<b>Contribution to development of Syllabi</b>	1. Member of the Undergraduate Curriculum Framework (UGCF) Committee-202		

		<p>2 based on NEP 2020 for B Com (hons), B Com for: Economics Marketing Business Mathematics</p> <p>2..Member of the Revision of the Course Content for the Semester mode for Macro Economics and Indian Economy paper</p> <p>3..Was part of the Courses Committee for Macro Economics and Indian Economy paper in the Annual mode</p>		
16	<b>Research Projects</b>	Major Grants	Research Collaboration	UG C Funded Research Projects
17	<b>Awards and Distinctions</b>			
18	<b>Association With Professional Bodies</b>			
19	<b>Other Activities</b>	<p>1. Member of the Core Committee for the visit of the following delegations to the college: a) UK Prime Minister, David Cameron, Aamir Khan (UNICEF Ambassador for Malnutrition) and a delegation of Vice Chancellors in February 2013 b) U.S. Delegation of educational administrators in March 2013</p>		

		<p>c) Ms. Lilianne Ploumen, Minister for Foreign Trade and Development and the Netherlands Delegation on 4th September, 2013</p> <p>2. Member of Core Committee for the introduction and implementation of the course on “Empowerment and Social Inclusion for Women in India.” Women Entrepreneur Support Training Programme (WEST). This was in collaboration with the Kingdom of Netherlands and ECORYS, their Knowledge Partner. The team was invited to their office in Rotterdam for four days to share their experiences with the counterpart team of Ecorys International.</p>
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**This is to certify that the information provided by me is correct and to the best of my knowledge**

**Signature of Faculty Member:** \_\_\_\_\_

**Name and Designation:** \_\_\_\_\_