

## Aakriti Chaudhry

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### OBJECTIVE

To build a long-term career as a teacher in a position that offers opportunities for career growth and to keep up with cutting-edge teaching technologies

### PROFESSIONAL EXPERIENCE

**Gargi College, University of Delhi- Assistant Professor** |21<sup>st</sup> July 2014- Present

Subjects Taught: Financial Accounting, Human Resource Management, Marketing Management, Computer Application in Business, Corporate Accounts, Management Accounting

**Gargi College, University of Delhi- Assistant Professor** |4<sup>th</sup> August, 2013- 30<sup>th</sup> April, 2014

Subjects Taught: Business Law, Corporate Accounts, Computer application in Business

**Gargi College, University of Delhi- Assistant Professor** |3<sup>rd</sup> January, 2013- 22<sup>nd</sup> May, 2013

Subjects Taught: Corporate Accounts, Computer application in Business

**Gargi College, University of Delhi- Assistant Professor (Guest)** |1<sup>st</sup> September, 2012- 16<sup>th</sup> November, 2012

Subjects Taught: Financial Accounting, Computer Application in Business

### EDUCATION

NET with JRF (December 2011)

Qualification	College	Board/University	Year	Percentage
Ph.D.	University School of Management Studies	Guru Gobind Singh Indraprastha University	Pursuing	
Masters of Commerce	Shri Ram College of Commerce	University of Delhi	2012	79.7
Bachelor of Commerce (Hons.)	Gargi College	University of Delhi	2009	67.35
XIth	Springdales School, Pusa Road	CBSE	2006	89.2
Xth	Springdales School, Pusa Road	CBSE	2004	79.2

## **ADMINISTRATIVE ASSIGNMENTS**

- Faculty advisor of the Department of Commerce Alumna Association since April 2023
- Co-convenor of The Marketing Society (TMS), Gargi College, University of Delhi since August 2022
- Faculty advisor of Placement Cell, Gargi College, University of Delhi since August, 2013
- Faculty advisor of The Marketing Society (TMS), Gargi College, University of Delhi since February 2014
- Faculty advisor of Alumna Association since January, 2013
- Served as a member of the NAAC Steering Committee from August 2020- September, 2022
- Served as Co-convenor of Placement Cell, Gargi College, University of Delhi from July, 2019 -August, 2021
- Served as editor of the Alumna E-Magazine- Manaswani from January, 2017- April 2019
- Served as faculty advisor of Commerce Association, Department of Commerce, Gargi College, University of Delhi from July 2018 to July 2022
- Served as faculty advisor of Consilium-the Business Society Gargi College, University of Delhi from July, 2016 to July,2020
- Mentored students on Pathfinder research projects -Safety of Women at Workplace, Restructuring the Commerce Curriculum of Delhi University, Menstruation Leave as an HR Policy - Impact and Solutions.

## **WORKSHOPS/FACULTY DEVELOPMENT PROGRAMS ATTENDED**

- Attended e-workshop on 'Data Analysis with SPSS' from 12<sup>th</sup>-13<sup>th</sup> November, 2022
- Attended pre-conference workshop on 'Confirmatory Factor Analysis and Structural Equation Modelling using Laavan' and 'Qualitative Analysis using Orange' held on 23<sup>rd</sup> August, 2022 conducted by IIM, Shillong
- Attended pre-conference workshop on 'Systematic Literature Review and Meta-Analysis' held on 22<sup>nd</sup> August, 2022 conducted by IIM, Shillong
- Attended a One-week Faculty Development Program on 'Qualitative Data Analysis' organized by the University School of Management Studies, Guru Gobind Singh Indraprastha University from 4<sup>th</sup> July-8<sup>th</sup> July 2022
- Attended a webinar on 'Social Media Content Strategy' held on 9<sup>th</sup> January, 2021 organized by Team Analytica, Department of Commerce, PGDAV College, University of Delhi
- Attended a workshop on 'Managing references made easy using Mendeley' held on 19<sup>th</sup> October, 2020 organized by Guru Gobind Singh Indraprastha University.
- Organized & attended a webinar on 'Covid-19: Managing Challenges & exploring opportunities' held on 9<sup>th</sup> May, 2020 organized by Gargi College, University of Delhi
- Attended National webinar on 'Virtual Classes tools: Google Classroom, Google Meet & YouTube' held on 11<sup>th</sup> May, 2020 organized by the Department of Botany, Gargi College, University of Delhi
- Attended the two-day training program on 'Institutional Quality Measures for the Administration' on 17<sup>th</sup>-18<sup>th</sup> June, 2020 at Gargi College, University of Delhi
- Attended the National workshop on 'Financial Management' held on 18<sup>th</sup> July, 2019 organized by Guru Angad Dev Teaching Learning Centre of MHRD, SGTB Khalsa College, University of Delhi
- Participated as delegate in the Biennial Convention 'Vimarsh 2015' held on 14<sup>th</sup> March, 2015 organized by Sri Guru Gobind Singh College of Commerce, University of Delhi
- Attended a one-day Faculty Development Program on 'Research Methodology' held on 25<sup>th</sup> September, 2015 organized by Sri Guru Gobind Singh College of Commerce, University of Delhi
- Attended a one-day faculty development program on 'e-filing of Income Tax returns' held on 6<sup>th</sup> August, 2016 organized by Indian Accounting Association, Delhi Chapter and SGTB Khalsa College, University of Delhi
- Attended a one-day Faculty Development Program on 'Computerized Accounting System using Tally. ERP 9' on 6<sup>th</sup> August, 2015 organized by Deen Dayal Upadhyaya College, University of Delhi and Tally Education Pvt. Ltd.
- Attended National Workshop on 'Business Research Methods' held on 2<sup>nd</sup>-3<sup>rd</sup> May, 2014 organized by Faculty of Management Studies, University of Delhi
- Attended a one-day workshop on 'Revised Schedule VI to the Company's Act 1956' held on 1<sup>st</sup> March, 2013 organized by Ramanujan College, University of Delhi

## **ACADEMIC AWARDS/ACHIEVEMENTS**

- Awarded the Best Paper award for the paper titled “Role of Social Media on Consumers Purchase Decision Making Process” at the 3<sup>rd</sup> International Conference on Booming Service Sector from Achievement to Growth Prospects held at Sri Guru Gobind Singh College of Commerce, University of Delhi
- Awarded Jai Narayan Vaish Medal for securing first position in M.com at Shri Ram College of Commerce, University of Delhi
- Awarded merit certificate for securing second position in the annual examination of M.com(F) in the year 2012 at Shri Ram College of Commerce, University of Delhi
- Awarded merit certificate for securing the first position in the annual examination of M.com(P) in the year 2011 at Shri Ram College of Commerce, University of Delhi
- Awarded merit certificate for academic excellence in the year 2004-2005.

## **PUBLICATIONS**

- Adoption of Social Media for Public Relations in The International Journal for Business and Management, Volume II, Issue 6, June 2014 ISSN No. 2321-8916
- Analyzing the role Online Social Networking sites play in Consumer Decision-Making Process in The International Journal for Business and Management”, Volume II, Issue 6, June 2014, ISSN NO: 2321-8916
- Appraisal of India’s Luxury Market in International Journal of Research in commerce, economics and management”, August, 2014, Volume 4, Issue No 8 ISSN NO: 2321-4245
- An in-depth analysis of the benefits derived by businesses through Social media marketing in Journal for Business and Management, May 2014, Volume II, Issue 5 ISSN NO: 2321-8916
- Appraisal of Social Media as a Strategic Management Tool in International Journal of Research in Commerce, Economics and Management”, Volume 4(2014), Issue No 2 ISSN NO: 2321-4245

## **PAPER PRESENTATION**

- Presented a paper titled ‘Marketing a Higher Purpose: A Content Analysis of Mission Statements of Select Non-government Organizations in India’ at the International Marketing Conference on Contemporary Research in Marketing: Innovation, Inclusion & Integration organized by the Indian Institute of Management (IIM), Shillong on 25<sup>th</sup> August, 2022.
- Presented a paper titled ‘Ensuring Commitment to Social Responsibility- A study highlighting the Role of Non-government Organizations amidst the Covid-19 Pandemic in India’ at the International Management Conference on Post Covid Management Strategies: Recovery, Resilience & Adaptation organized by the Indian Institute of Management (IIM), Bodh Gaya on 24<sup>th</sup> April, 2021
- Presented a paper titled ‘Role of Social Media on Consumers Purchase Decision Making Process’ at the 3<sup>rd</sup> International Conference on Booming Service Sector from Achievement to Growth Prospects held at Sri Guru Gobind Singh College of Commerce, University of Delhi
- Presented a paper titled ‘Examining the Role Social Media Plays in the Decision-Making Process’ at the 4<sup>th</sup> International Conference on Management Practices & Research held on 25<sup>th</sup> July, 2014 organized by Apeejay Institute of Management.

## **PROJECTS UNDERTAKEN**

- Authored a chapter titled- Segmentation, Targeting, and Positioning for Bachelor of Management Studies, Discipline Specific Course -Principles of Marketing, published by the Department of Distance & Continuing Education, Campus of Open Learning, School of Open Learning, University of Delhi
- Authored four Business Ecosystem and Entrepreneurship modules titled- Financial Planning, Capital Acquisition: Asset Management, Equity Financing and Debt Financing, Venture Capital, and Government Support under the MHRD UGC E- PG Pathshala project.
- Co-authored four Marketing modules titled- Marketing Orientation and Evolution, Marketing Mix, Strategic Marketing planning-An overview and Marketing Environment-Macro & Micro Components and their impact on marketing decisions under the MHRD UGC E- PG Pathshala project.