




## Faculty Details proforma for Gargi College

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| Title  | Ms. | First Name   | Aakriti | Last Name | Chaudhry | Photograph  |
| Designation  |     | Assistant Professor  |         |           |          |  |
| Address  |     |  |         |           |          |   |
| Phone No Office  |     |  |         |           |          |   |
| Residence*   |     |  |         |           |          |   |
| Mobile*  |     | 9811836146   |         |           |          |   |
| Email  |     | <a href="mailto:aakriti.chaudhry@gargi.du.ac.in">aakriti.chaudhry@gargi.du.ac.in</a> |         |           |          |   |
| Web-Page   |     |  |         |           |          |   |
| Educational Qualifications   |     |  |         |           |          |   |
| Degree   |     | Institution  |         |           | Year     |   |
| Masters of Commerce (M.com)  |     | Shri Ram College of Commerce, University of Delhi                                    |         |           | 2012     |   |
| Bachelor of Commerce (Hons.)   |     | Gargi College, University of Delhi   |         |           | 2009     |   |
| XIth   |     | Springdales School   |         |           | 2006     |   |
| Xth  |     | Springdales School   |         |           | 2004     |   |
| Career Profile   |     |  |         |           |          |   |
| <ul style="list-style-type: none"> <li> <p>• <b>Assistant Professor,</b><br/> <b>Gargi College, University of Delhi</b> <span style="float: right;">21<sup>st</sup> July, 2014- Present</span><br/> <b>Subjects Taught:</b> Financial Accounting, Human Resource Management, Marketing management, Computer Application in Business, Corporate Accounts, Management Accounting</p> </li> <li> <p>• <b>Assistant Professor</b><br/> <b>Gargi College, University of Delhi</b> <span style="float: right;">4<sup>th</sup> August, 2013 – 30<sup>th</sup> April 2014</span><br/> <b>Subjects Taught:</b> Business Law, Corporate Accounts, Computer Application in Business</p> </li> <li> <p>• <b>Assistant Professor,</b><br/> <b>Gargi College, University of Delhi</b> <span style="float: right;">3<sup>rd</sup> January, 2013- 22<sup>nd</sup> May, 2013</span><br/> <b>Subjects Taught:</b> Corporate Accounts, Computer Application in Business</p> </li> <li> <p>• <b>Assistant Professor (Guest),</b><br/> <b>Gargi College, University of Delhi</b> <span style="float: right;">1<sup>st</sup> September 2012 – 16<sup>th</sup> November 2012</span><br/> <b>Subjects Taught:</b> Financial Accounts, Computer Application in Business</p> </li> </ul> |     |  |         |           |          |   |
| Administrative Assignments   |     |  |         |           |          |   |
| <ul style="list-style-type: none"> <li>• Co-convenor of Placement Cell, Gargi College, University of Delhi since July, 2019</li> <li>• Faculty advisor of Commerce Association, Department of Commerce, Gargi College, University of</li> </ul>  |     |  |         |           |          |   |

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| <p>Delhi since July, 2018</p> <ul style="list-style-type: none"> <li>• Faculty advisor of Placement Cell, Gargi College, University of Delhi since August, 2013</li> <li>• Faculty advisor of Marketing Society, Gargi College, University of Delhi since February, 2014</li> <li>• Served as the editor of the Alumna E-Magazine- Manaswani from January, 2017- April 2019</li> <li>• Faculty advisor of Alumna Association since January, 2013</li> <li>• Served as Faculty advisor of Consilium-the Business Society Gargi College, University of Delhi from July, 2016- July ,2018</li> </ul>  |
| <b>Areas of Interest / Specialization</b>  |
| Marketing, Accounting  |
| <b>Subjects Taught</b>   |
| Financial Accounting, Human Resource Management, Marketing management, Computer Application in Business, Corporate Accounts, Management Accounting   |
| <b>Research Guidance</b>   |
| <ul style="list-style-type: none"> <li>• Mentored students on pathfinder research projects -Safety of women at workplace, Restructuring the Commerce Curriculum of Delhi University, Menstruation leave as a HR Policy - Impact and Solutions.</li> </ul>  |
| <b>Recent Publications</b>   |
| <ul style="list-style-type: none"> <li>• Authored four modules in Business Ecosystem and Entrepreneurship 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.</li> <li>• Co-authored four modules in Marketing- Marketing orientation and Evolution, Marketing mix, Strategic Marketing planning-An overview and Marketing Environment-Macro &amp; Micro components and their impact on marketing decisions under the MHRD UGC E- PG Pathshala project.</li> <li>• <b>Title:</b> "Adoption of Social Media for Public Relations"<br/><b>Journal:</b> "The International Journal for Business and Management", Volume II, Issue 6, June 2014<br/><b>ISSN NO:</b> 2321-8916</li> <li>• <b>Title:</b> "Analysing the role Online Social Networking sites play in Consumer Decision Making Process"<br/><b>Journal:</b> "The International Journal for Business and Management", Volume II, Issue 6, June 2014<br/><b>ISSN NO:</b> 2321-8916</li> <li>• <b>Title:</b> "Appraisal of India's Luxury Market"<br/><b>Journal:</b> "International Journal of Research in commerce, economics and management", August, 2014, Volume 4, Issue No 8<br/><b>ISSN NO:</b> 2321-4245</li> <li>• <b>Title:</b> "An in-depth analysis of the benefits derived by businesses through Social media marketing"</li> </ul> |

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| <p><b>Journal:</b> Journal for Business and Management, May 2014, Volume II, Issue 5<br/> <b>ISSN NO:</b> 2321-8916</p> <ul style="list-style-type: none"> <li>• <b>Title:</b> “Appraisal of Social Media as a Strategic Management tool”<br/> <b>Journal:</b> International Journal of Research in Commerce, Economics and Management”, Volume 4(2014), Issue No 2(Feb)<br/> <b>ISSN NO:</b> 2321-4245</li> </ul>  |
| <p><b>Conference Organization/Presentations</b></p>   |
| <ul style="list-style-type: none"> <li>• 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</li> <li>• Presented a paper titled ‘Examining the role Social Media plays in the Decision Making Process’ at Apeejay Institute of Management.</li> <li>• Under Panorama, an academic forum of Department of Commerce, Gargi College presented papers on the topics Adoption of Social Media on consumer decision making process and Basics of Research Methodology to the faculty members.</li> </ul>  |
| <p><b>Research Projects (Major Grants/Research Collaboration)</b></p>   |
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| <p><b>Awards and Distinctions</b></p>   |
| <ul style="list-style-type: none"> <li>• 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</li> <li>• Awarded Jai Narayan Vaish Medal for securing first position in M.com in Shri Ram College of Commerce, University of Delhi</li> <li>• Awarded merit certificate for securing second position in the annual examination of M.com(F) in the year 2012 in Shri Ram College of Commerce, University of Delhi</li> <li>• Awarded merit certificate for securing first position in the annual examination of M.com(P) in the year 2011 in Shri Ram College of Commerce, University of Delhi</li> </ul> |
| <p><b>Association With Professional Bodies</b></p>  |
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| <p><b>Other Activities</b></p>  |
| <ul style="list-style-type: none"> <li>• Attended a webinar on ‘Social Media Content Strategy’ organized by Team Analytica, Department of Commerce, PGDAV College, University of Delhi</li> <li>• Attended a workshop on ‘Managing references made easy using Mendeley’ at Guru Gobind Singh Indraprastha University.</li> <li>• Organised &amp; attended a webinar on ‘Covid-19: Managing Challenges &amp; exploring opportunities’ at Gargi College, University of Delhi</li> <li>• Attended National webinar on ‘Virtual Classes tools: Google Classroom, Google Meet &amp; YouTube’ at Gargi College, University of Delhi</li> <li>• Attended the two-day training program on ‘Institutional Quality measures for administration’ at Gargi</li> </ul>   |

College, University of Delhi

- Attended the National workshop on 'Financial Management' organized by Guru Angad Dev Teaching Learning Centre of MHRD, SGTB Khalsa College, University of Delhi
- Faculty Development Program on 'Research Methodology' at Sri Guru Gobind Singh College of Commerce, University of Delhi
- Faculty Development Program on 'e-filing of Income Tax returns by eminent tax consultant Dr. Vinod K. Singhanian' at SGTB Khalsa College, University of Delhi
- Faculty Development Program on 'Computerized Accounting System using Tally. ERP 9' at Deen Dayal Upadhyaya College, University of Delhi
- Workshop on 'Business Research methods' at Faculty of Management Studies, University of Delhi
- Workshop on 'Revised schedule VI to the Company's act 1956' at Ramanujan College, University of Delhi
- Attended a workshop on "financial and statistical analysis using Excel" at SRCC, University of Delhi.