




## Faculty Details proforma for Gargi College

Title	Ms.	First Name	Isha	Last Name	Chugh	Photograph
Designation		Assistant Professor				
Address		968A/17 Green Road, Rohtak, Haryana				
Phone No Office						
Residence*		+91-9996233332				
Mobile*		+91-9999311737				
Email		isha.chugh@gargi.du.ac.in				
Web-Page						
Educational Qualifications						
Degree		Institution			Year	
M.Phil (Submission done)		Department of Commerce, Delhi school of Economics, University of Delhi			2021	
M.Com		Department of Commerce, Delhi school of Economics, University of Delhi			2018	
B.Com (Hons)		Delhi College of Arts and Commerce, University of Delhi			2016	
Career Profile						
Assistant Professor (Ad-hoc), Department of Commerce, Gargi College (January 2020 – Present) Lecturer, Department of Commerce, Lakshmibai College (September 2020 – November 2020)						
Administrative Assignments						
Areas of Interest / Specialization						
Marketing						
Subjects Taught						
Human Resource Management, Collective Bargaining and Negotiation Skills, E-Marketing, Investing in Stock Markets						
Research Guidance						

<b>Recent Publications</b>
<b>Conference Organization/ Presentations</b>
<p><i>Presented paper entitled "Impact of eWOM among Online Communities" at the National Conference on Interdisciplinary Research and Innovative Technologies held from 25<sup>th</sup>-26<sup>th</sup> June, 2020 organized by SAGE University, Indore</i></p> <p><i>Presented paper titled "The Impact of Digital Collaboration on Consumer Behavior- A Study of Select E-Tailors in Delhi-NCR" at the 11th edition of Conference on the Digital Economy, organized by the Indian School of Business (ISB), Hyderabad (December 2017)</i></p>
<b>Research Projects (Major Grants/Research Collaboration)</b>
<b>Awards and Distinctions</b>
<b>Qualified UGC-NET/JRF (Commerce) twice (2018)</b>
<b>Association With Professional Bodies</b>
<b>Other Activities</b>