




Faculty Details Proforma for Website

Name	Dr Anita	Photograph
Designation & Department	Assistant Professor (Commerce)	
Date of Joining the institution	Adhoc _____ Permanent _____ 11/05/2023 _____	
Date of Birth	24/11/1982	
Address	Hno.2555, Omaxe City, Sonipat	
Phone No	Office -	
	Residence -	
	Mobile 9729566440	
Email Address	anitarana.gvmgc@gmail.com	

Educational Qualifications		
Degree	Institution	Year
BCom	Hindu Girls College, Sonipat	2003
MCom	Hindu College, Sonipat	2005
PhD	Singhania University, Rajasthan	2016
NET (JRF)	UGC	2012
Administrative Assignments		
Worked as a Programme Officer NSS for a Period of 3 years from 1st July 2019 to 30th June 2022		
Performed Duty as an Observer for a period of 5 years from June 2017 to July 2022		
Areas of Interest / Specialization		
Marketing and Accounting		
Subjects Taught		



Marketing, HRM, Financial Accounting, Company Law, Auditing, Business Communication

Research Guidance

None

Publications Profile (Articles/ Books Published/ Books Edited)

Research Publications:

Published a Research Paper in NIU International Journal of Human Rights on Topic “Corporate Social Responsibility: Indian Scenario “on April 2023, Volume 10, (IV)2023, ISSN:2394-0298

Published a Research Paper in Aayushi International Interdisciplinary Research (AIIRJ) on Topic “Insurance Sector in India” on Feb 2023, Vol-X, Issue-II, ISSN: 2349-638x

Published A Paper on “A Comparative Study of Consumer Behaviour and Consumer Satisfaction of Public and Private Insurance Companies” in RMS journal of Management IT on June 2011, Volume 5, ISSN: 0975-4733

Published paper on “Diversity Conflict at Work Place and their Management” in Indo Global Journal of Advance Studies on August 2014, Volume-4, ISSN:2250-1622

Published a Paper on “Green Marketing: A Blend of Opportunities & challenges “in Chintan Research Journal on June 2014, Issue 14, ISSN :2229-7227

Published a Research Paper in International Journal of Commerce, Arts & Science (CASIRJ) on Topic “An Analytical Study on Branding with IT Products” on June 2012, Volume 3, Issue 2, ISSN:2319-9202.

Published a Research Paper in International Research of Management Science & Technology (IRJMST) on Topic “Branding: A Need for Market Consumer” on August 2013 Volume 3, Issue 3, ISSN: 2250-1959.

Book Published:

Wrote & Published a Book on” Effect of Branding on Consumer Behaviour” in the year 2017, ISBN: 978-81-933854-4-9.

Conference Organized

Worked as a Organising Secretary in National Seminar Held at GVM Girls College , Sonipat on November23,2022

Worked as A Co-Convener in National Seminar cum Workshop at Tika Girls College, Sonipat on 29-31 st March, 2012



Research Projects (Major Grants/Research Collaboration)
NA
Awards and Distinctions
NA
Association With Professional Bodies
NA
Seminars/Webinars/Conferences /Workshops Attended
<p>Presented Research paper on “Impact of globalizations on Indian Economy” in National workshop on social science at Tika Ram P.G. Girls College on February 12-14, 2011.</p> <p>Presented Research paper on “Foreign Direct Investment” in National Workshop on Economics And Commerce at Tika Ram P.G. Girls College on 29- 31st March 2012.</p> <p>Attended National Conference organized jointly by the Department of Commerce MDU Rohtak and Haryana Chapter of Indian Commerce Association and Presented a paper entitled “A study of Development of Commerce Education in India” on May 12,2013</p> <p>Presented paper on “Child Labour in India” in National Seminar on Human Rights Awareness at Tika Ram college, Sonipat on 31st March 2013</p> <p>Presented a Research Paper entitled “ Issues in Derivatives Market in India “ in a National Conference Held at MDU,Rohtak. Organised by Institute of Management Studies & Research on Dec 15,2012</p> <p>Presented a Paper entitled “Rural Marketing “ in the National Seminar held at Kanya Mahavidyalaya, Kharkhoda on Feb 21,2015</p> <p>Presented a paper entitled “ Innovation & Entrepreneurship in the global economy “ in the National Seminar Held at CRA College ,Sonipat on March 25,2017.</p> <p>Presented a research paper Entitled “Sustainability Development in India “in National Seminar held at Tika Ram Girls College, Sonipat on Feb 28,2023.</p> <p>Presented a Research Paper Entitled “Financial Problems Faced by companies for Startups” in National Seminar held at GVM Girls College, Sonipat on November 23,2022.</p> <p>Presented a Research Paper on “Digital Marketing” in National Seminar at Tika Ram Girls college, Sonipat on January 20,2018.</p> <p>Participated in National level Online Faculty Development Workshop on “Skill Development” on 3rd June 2022</p> <p>Participated in National Webinar on “Quality Enhancement Strategies In Higher Education” Organised by Internal Quality Assurance Cell on 1st Dec 2021</p>



<p>Participated in Two days National Workshop on “Analytical Techniques for Research” at GVM Girls College ,Sonipat on 10-11 May,2016</p> <p>Participated in Two days National Workshop on “Excellence in Excel” held at Bhagat Phool Singh Mahila Vishwavidyalaya on 5-6 October,2015</p>
Other Activities (FDP’s/Refresher Course)
NA
Past experience (If any, Give details)
7 Years of teaching experience in Tika Ram PG Girls College, Sonipat as an Assistant Professor from 1st July 2006 to 30th April 2013
9 Years of teaching experience in GVM Girls college, Sonipat an Assistant Professor from Ist July 2014 to 3rd April 2023
1 month of teaching experience in SRM University as an Assistant Professor form 5th April 2023 to 10th May 2023