




Faculty Details Proforma for Website

Name	Ashmeet Kaur	Photograph	
Designation & Department	Assistant Professor, Commerce		
Date of Joining the institution	Adhoc 13-01-2021 Permanent 11-05-2023		
Date of Birth	18-10-1993		
Address	157 Second Floor, West Mukherjee Nagar, Delhi-110009		
Phone No	Office		
	Residence		
	Mobile		9999188526
Email Address	ashmeetkaur.a@sgndkc.du.ac.in		

Educational Qualifications		
Degree	Institution	Year
Ph. D	Delhi School of Economics, University of Delhi	Pursuing
M.Phil	Delhi School of Economics, University of Delhi	2020
M. Com	Shaheed Bhagat Singh College, University of Delhi	2017
B.Com (Hons.)	Shri Ram College of Commerce. University of Delhi	2014
Administrative Assignments		
Co-convenor, Cyberclan (2021-present) Co-convenor, Enactus (2021-present) Member, Admission Committee (2022- present) Member, Magazine Committee (2023-present)		
Areas of Interest / Specialization		
Finance, Marketing		
Subjects Taught		
Fundamentals of Financial Management, Business Law, Cost Accounting, Entrepreneurship Development, Investing in Stock Markets, Financial Accounting, Income tax Law and Practise, Financial Markets and Institutions, Personal Selling and Salesmanship		
Research Guidance		



NA
Publications Profile (Articles/ Books Published/ Books Edited)
<ul style="list-style-type: none">• Social Networking Sites and Civic Participation: Analyzing the Mediating Role of Online Bridging Social Capital. Transnational Marketing Journal, December, 2021 9(3), 645-666. (SCOPUS)• Impact of financial attitude on financial management behaviour of retail investors: A COVID-19 perspective. Transnational Marketing Journal, December 2021, 9(3), 693-708. (SCOPUS)• Social Media and Social Change: An Exploratory Study. Redefining Global Business and Economy- Post Covid 19, Proceeding of International Conference on Strategizing for future: The Post-COVID Economic Order• Social Networking Sites and Social Capital: A study on Life Satisfaction, Trust and Civic Participation. Our Heritage, Vol. 68, February 2020, Issue 30, ISSN: 0474-9030• Role of Social Media in an Individual's Civic Participation. International Journal for Research in Engineering Applications & Management, Vol. 05, Issue 08, November 2019, ISSN: 2454-9150• Private Savings: Trend Analysis and Determinants. LBS Journal of Management and Research, Vol. XVI, No. 1&2, January- December 2018, pp 1-10 Print ISSN: 0972-8031 Online ISSN: 0974-1852• Structural Equation Modelling: A Powerful Antibiotic. Journal of Business Thought, Sri Guru Gobind Singh College of Commerce, University of Delhi, Vol. 10, April 2019- March 2020 Print ISSN: 2231-1734 Online ISSN: 2581-8104
Conference Organized
Conference Facilitator in International Conference Jointly Organized by Vivekananda Institute of Professional Studies, Delhi and CoB, University of Buraimi on "Strategizing for Future: The Post COVID Economic Order" held in January 2021
Research Projects (Major Grants/Research Collaboration)
NA
Awards and Distinctions
UGC: National Eligibility Test (NET) and Junior Research Fellowship (JRF) Qualified - 2017
Association With Professional Bodies
NA
Seminars/Webinars/Conferences /Workshops Attended
<ul style="list-style-type: none">• Participated in Course Workshop on "Financial Literacy" on 21st October, 2022 organized by Value Addition Course Committee (University of Delhi) in collaboration with Mahatma Hansraj Faculty Development Centre Hansraj College, University of Delhi.• Participated and got awarded the best paper titled "Social Networking Sites and Civic Participation: Analyzing the Mediating Role of Online Bridging Social Capital" in the technical session of the International Conference Jointly Organized by Vivekananda Institute of Professional Studies, Delhi and CoB, University of Buraimi on "Strategizing for Future: The Post COVID Economic Order" in January 2021.



- Participated in Virtual Symposium on Happiness @ Work organized by School of Management Studies, IGNOU on 07 August, 2020
- Participated in e-workshop on “How to make research better and matter too” organized by MAIMS on 18th May 2020
- Participated in webinar 'Creating Entrepreneurial Minds through Education and Training' organized by Shaheed Sukhdev College of Business Studies, University of Delhi on 27th June 2020.
- Participated in webinar on “COVID-19 and the Indian Financial System: Impact Assessment and Policy Response” organized by Bharti College, University of Delhi on 29 April 2020
- Presented a paper titled “Social Media and Social Change: An exploratory study” in the 5th Biennial International Conference organized by Sri Guru Gobind Singh College of Commerce, University of Delhi and Sydney Business School, University of Wollongong, Australia, held on 6th & 7th March 2020
- Presented a paper titled “Impact of Budgetary Decisions on Stock Market Volatility” in 31st AIMS Annual Management Education Convention 2019 held during 29th- 31st August 2019 at VIPS, Delhi
- Presented a paper titled “Private Savings: Trend Analysis and Determinants” in the International Symposium on Economic Development- Impact of Globalization and Policy Decision organized by the Fortune Institute of International Business, New Delhi, held on 4th August 2018
- Participated in 6th Annual International Commerce Conference 2018 on “Digital Outreach & Future of Marketing Practices” held on Jan 11-12, 2018 in Department of Commerce, University of Delhi
- Participated in OPINE 2k17, the annual seminar of JIMS

Other Activities (FDP's/Refresher Course)

- Organized Two-Week Online Faculty Development Program on “Indic-Centric Research in Higher Education and the New Education Policy” organized by Sri Guru Nanak Dev Khalsa College, University of Delhi with Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi from 8th -21st of September, 2022
- Participated in the One-Week Faculty Development Program on “Research Methodology and Introduction to Modelling Techniques” held from 18th to 23rd July 2022
- Participated in 10-Day Faculty Research Series organized by Internal Quality Assurance Cell and Students Quality Assurance Cell, Shri Ram College of Commerce, from 11th July 2022 to 20th July 2022.
- Participated in 4-Week online Induction/Orientation Programme for “Faculty in Universities/Colleges/Institutes of Higher Education” from 20th January 2022 to 19th February, 2022 and obtained Grade A+.
- Participated in one week Online Interdisciplinary Faculty Development Programme on “Basics of Quality Research” from 18th to 24th December 2021 organized by Department of Commerce, Sri Venkateswara College, University of Delhi in collaboration with Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi
- Participated in One Week Online National Faculty Development Program on “The Road Ahead: NEP and Pedagogies” jointly organized by Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) of Ministry of Education and Sri Guru Nanak Dev Khalsa College, University of Delhi from 1st April to 5th April 2021
- Participated in One week Online Interdisciplinary Faculty Development Programme on “Hypothesis Testing and Techniques for Data Analysis” from 5th to 11th March 2021 organized by



Department of Commerce, Shivaji College, University of Delhi in collaboration with Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi

- Successfully completed a 12-week course on Managerial Economics conducted by NPTEL from September to December 2020
- Participated in E- Faculty Development Programme on “Measurement Scale Development and Validation (EFA & CFA)” from 1st to 6th July 2020 organized by JIMS, Vasant Kunj, Delhi
- Participated in E- Faculty Development Programme on “Changing Research Landscape in Uncertainties” from 25th to 30th May 2020 organized by RDIAS, Delhi
- Participated in Faculty Development Programme on “Bursting the myths related to Stock Market” from 26th to 30th December 2019 organized by Kamal Institute of Higher Education and Advance Technology, Delhi
- Participated in Faculty Development Programme on “Econometric Techniques: Panel Data and Time Series Analysis” from 3rd to 8th December 2018 organized by VIPS, Delhi
- Participated in Faculty Development Programme on “Digitising and Skilling the Business Educators” from Sep.25-29, 2017 organized by JIMS, Rohini, Delhi

Past experience (If any, Give details)

Assistant Professor, Vivekananda Institute of Professional Studies, Affiliated to GGSIP University, Delhi (from August 2018 to January 2021)

Assistant Professor, Jagannath Institute of Management Sciences, Delhi (from August 2017 to December 2017)