



Faculty Details Proforma for Website

Name	Shikha Garg	Photograph	
Designation & Department	Assistant Professor, Commerce Department		
Date of Joining the institution	Permanent 11-05-2023		
Date of Birth	07-08-1993		
Address	QP-107 Maurya Enclave Pitampura Delhi-110034		
Phone No	Office		
	Residence		
	Mobile		9958053020
Email Address	Shikhag.70@gmail.com		

Educational Qualifications		
Degree	Institution	Year
M.Phil in Commerce (Marketing)	Department of Commerce, Delhi School of Economics, University of Delhi	2016-19
M.Com	Sri Ram College Of Commerce, University of Delhi	2014-16
B.Com(H)	Sri Guru Gobind Singh College Of Commerce, University of Delhi	2011-14
Administrative Assignments		
Previous Member of IQAC Committee, Placement Cell, Women Development Cell, Eco Club of Vivekananda College, University of Delhi		
Areas of Interest / Specialization		
Finance, Tax, Marketing		
Subjects Taught		
Accounting (Financial, Cost, Corporate, Management), Financial Markets, Institutions and Services, Banking and Insurance, Cyber Crimes and Law, Business Law, Corporate Law, Collective Bargaining and Negotiation Skills, Entrepreneurship Development, Training and Development, Insurance and Risk Management, International Business, Indian Economics, Income Tax, Advertising, GE-Marketing for beginners, VAC- Financial Literacy, Investing in Stock Market, Banking and Insurance		
Research Guidance		



None

Publications Profile (Articles/ Books Published/ Books Edited)

Product Placement In Books And Novels, International Research Journal of Management Science & Technology Vol 8 Issue 4 [Year 2017] pp 49-56 ISSN 2250 – 1959.

Product Placement In Video Games, International Research Journal of Management Sociology & Humanities Vol 8 Issue 4 [Year 2017] pp 141-152 ISSN 2277 – 9809.

Concept Of Universal Basic Income In Indian Context, International Research Journal of Management Science & Technology Vol 8 Issue 5 [Year 2017] pp 20-25 ISSN 2250 – 1959.

Product Placement In TV Shows, International Research Journal Of Commerce, Arts And Science Volume 8 Issue 5 [Year - 2017] pp 154-159 ISSN 2319 – 9202.

Product Placement In Movies, International Research Journal Of Management Sociology & Humanities Vol 8 Issue 5 [Year 2017] pp 199-204 ISSN 2277 – 9809.

Product Placement- A Promotional Tool, International Research Journal of Management Science & Technology Vol 8 Issue 6 [Year 2017] pp 55-61 ISSN 2250 – 1959.

Product Placement On Blog, International Research Journal of Management Sociology & Humanities Vol 8 Issue 6 [Year 2017] pp 166-171 ISSN 2277 – 9809.

An Analysis And Viewpoint On Demonetization In Indian Economy, International Research Journal Of Commerce, Arts And Science Volume 8 Issue 7 [Year - 2017] pp 10-20 ISSN 2319 – 9202.

All India Goods And Service Tax, International Research Journal of Management Science & Technology Vol 8 Issue 7 [Year 2017] pp 40-45 ISSN 2250 – 1959.

Product Placement in Songs, Music Video And Rap Videos, International Research Journal of Management Sociology & Humanities Vol 8 Issue 7 [Year 2017] pp 10-17 ISSN 2277 – 9809.

Consumer Skepticism Towards Advertising And Cause Related Marketing, International Journal of Research in Social Sciences Vol 9 Issue 1(2) [Year 2019] pp 211-218 ISSN 2249-2496.

An Investigation Into Movement of Advertising Expenditure Of India in the Backdrop of Covid-19, Annals of Computer Science and Information Systems Vol 28 [Year 2021] pp 105-109 ISSN 2300-5963 DOI: 10.15439/2021KM47

Product Placement in News: A Bibliometric Review, NeuroQuantology Volume 20, Issue 18 [Year 2022] pp 278-295 ISSN 1303 5150 doi: 10.14704/nq.2022.20.6.NQ88031. URL: <https://www.neuroquantology.com/issue.php?volume=28&issue=140>

Indian Food Processing Industry - Reshaping the Economic Development and Export of India, The Saga Of Food, Reflections On Technology And Culture, International Book House, Chapter 3, Year 2021, Pages 83-103, ISBN 978-93-83320-73-8

Conference Organized



<p>Being a part of IQAC committee of Vivekananda College, University of Delhi organised Two days National Seminar on 13-14 March, 2019 on “Saga of Food: Politics, Aesthetics and Technology”,</p> <p>Being a part of IQAC committee of Vivekananda College, University of Delhi organised a National Seminar on 30th September 2020 on “Environment and Urban Ecosystem: From Individual to Ecological”</p>
Research Projects (Major Grants/Research Collaboration)
Awards and Distinctions
Association With Professional Bodies
Seminars/Webinars/Conferences /Workshops Attended
<p>Webinar Attended</p> <p>National Webinar on “Covid-19 Catastrophe: An Opportunity For India?” on 23rd April,2020 organised by Department of Commerce, Sri Aurobindo College, University of Delhi under the aegis of IQAC.</p> <p>National Webinar on “Revitalising Psychological & Physical Well Being During Lockdown” on 27th April,2020 organised by Department of Commerce, Sri Aurobindo College, University of Delhi under the aegis of IQAC.</p> <p>National Webinar on “Impact of Lockdown & COVID-19 on Financial Markets in India: The way forward” on 6th May,2020 organised by Atma Ram Sanatan Dharma College, University of Delhi.</p> <p>National Webinar on “Cyber Security for Women” on 8th May,2020 organised by Lakshmbai College, University of Delhi and Delhi State Legal Services Authority.</p> <p>National Webinar on “Covid-19 outbreak: Psycho - Social Support to the Youth” on 10th May,2020 organised by IQAC and Department of Commerce Jesus And Mary College, University of Delhi.</p> <p>National Webinar on “How to be happy in times of Uncertainty” on 12th May,2020 organised by Shri Ram College of Commerce, University of Delhi, Internal Quality Assurance Cell (IQAC) in Association with Atman : Mind Body & Soul Club.</p> <p>National Webinar on “Life and Career Beyond Covid-19” on 12th May,2020 organised by IQAC and Department of Commerce Jesus And Mary College, University of Delhi.</p> <p>National Webinar on “COVID19 a global pandemic: Its impact and challenges in Consumer sector” on 13th May,2020 organised by Department of Commerce, Munshi Singh College, Motihari.</p>



National Webinar on “Comparative Evaluation of Old Tax Rates Regime Vs New Tax Rates Regime for FY 2020-21” on 14th May,2020 organised by Bharti College, University of Delhi.

National Webinar on “Revisiting Marketing in the Covid-19 Era” on 14th May,2020 organised by Department of Commerce, Dyal Singh College (Day), University of Delhi under the aegis of IQAC.

National Webinar on “Essence of Financial Planning amidst Covid19” on 14th May,2020 organised by Department of Commerce, PGDAV College, University of Delhi in collaboration with IQAC, PGDAV College.

National Webinar on “Economic Crisis And Its Redressal During Pandemic” on 15th May,2020 organised by Department Of Chemistry, Bhaskaracharya College of Applied Sciences, University of Delhi.

National Webinar on “Plagiarism: Issues and Challenges” on 15th May,2020 organised by Maitreyi College, University of Delhi.

National Webinar on “NAHI MEANS NO: Empower Yourself With A No” on 15th May,2020 organised by Bhagini Nivedita College, University of Delhi.

National Webinar on “Covid-19: Issues with family” on 17th May,2020 organised by NSS & Enabling Unit of Maitreyi College, University of Delhi.

Workshop on “Smart Skills for Online Teaching” organised by SmartSIKSHAA on 17th May 2020.

National Webinar on “Immunity Through Nutrition” on 22nd May,2020 organised by Maitreyi College, University of Delhi.

Webinar on “Exploring the Possibilities of adopting Google Tools in Online Teaching & Learning Process” on 24th May,2020 organised by SmartSIKSHAA

Conference Attended

‘Tangible Products in Intangible World : A Study of the Effects of Product Placement in Digital Games’ in Three days National Seminar on “Governance in E-Commerce: Contemporary Issues & Challenges” from 27th to 29th March, 2018 organised by Department of Commerce, MDU.

‘Indian Food Processing Industry - Reshaping the Economic Development and Export of India’ in Two days National Seminar on “Saga of Food: Politics, Aesthetics and Technology” from 13-14 March, 2019 organized jointly by IQAC & Department of Food Technology, Vivekananda College, University of Delhi.

‘Right To Disconnect: A Way To Maintain Work-Life Balance’ in Two days 7th Annual International Commerce Conference from Jan 17th -18th, 2020 organised by Department of Commerce, University of Delhi.



‘An Investigation Into Movement Of Advertising Expenditure Of India In The Backdrop Of Covid-19’ in Two days International Conference on Research in Management & Technology (ICRMAT-2021) from December 10th -11th, 2021 jointly organised by Faculty of Business and Management & Faculty of Accounting and Auditing, Hanoi University of Industry, Hanoi, Vietnam.

‘Product Placement in News: A Bibliometric Review’ in One day International Conference on Advance Research in Management, Social Science and Humanities on October 30th, 2022 jointly organized by Hansraj College, University of Delhi, India and Centre for Training and Development (CTD).

‘Product Placement in Entertainment Industry: A Deceptive or Effective Method of Marketing’ in Two days International Conference on Revolution in the New Millennium - Innovation, Ethics and Sustainability: A Multidisciplinary Approach from 2nd - 3rd, February 2023 organised by Vivekananda College, University of Delhi.

Other Activities (FDP’s/Refresher Course)

One day Faculty Development Programme on “GST and Customs Law” on 13th January,2018 organised by Department of Commerce, Vivekananda College, University of Delhi.

Completed Refresher Course in Commerce, SWAYAM ARPIT Online Course for Career Advancement Scheme (CAS) promotion coordinated by Shri Ram College of Commerce, University of Delhi.

Refresher Course in Commerce for Capacity building towards NEP-2020 based Skill Enhancement Courses organized by University of Delhi in collaboration with Guru Angad Dev Teaching Learning Centre, a Centre under PMMMNMTT, Ministry of Education, Government of India.

Past experience (If any, Give details)

Taught for more than 5 years (Jan 2018- May 2023) in Commerce Department of Vivekananda College, University of Delhi as Assistant Professor on Ad-hoc Basis