Faculty Details Proforma for Website

Name	Dr. Rajiv Midha	Photograph
Designation & Department	Associate Professor, Commerce Department	
Date of Joining the institution	05-12-1981 Permanent	
Date of Birth	02-01-1960	
Address	B-7 Cosy Apartments, Sector 9 Rohini, New Delhi 110085	
Phone No Office	NA	
Residence	No	
Mobile	9811018067	
Email Address	rajivmidha2@gmail.com	

Educational Qualifications		
Degree	**Institution**	**Year**
B.Com.(H)	Delhi University	1979
M.Com	Delhi University	1981
M.Phil	Delhi University	1985
PhD	Delhi University	2012
Master's in Information Technology (MIT)	MAHE, Manipal	2002
MSc. (Computer Science)	MD University	2003
Master of Computer Applications (MCA)	MD University	2005
Diploma in Information Technology	MAHE, Manipal	2000
Post Graduate Diploma in Information Technology	MAHE, Manipal	2000
Professional Diploma in Web Centric Computing	NIIT	2000
Post Graduate Diploma in Telecom and	MAHE, Manipal	2001

Telecommunication		
Quality Mgt. Program	**NIIT, Delhi**	**2001**
Certificate in Computing	IGNOU, Delhi	**1999**

Administrative Assignments

Last year, I was the convenor of the Purchase Committee of the college.
At present, I am the convenor of Academic Development Committee of the college.

Areas of Interest / Specialization

Information Technology & Business Laws

Subjects Taught

Business Laws
Computer Applications in Business

Research Guidance

None

Publications Profile (Articles/ Books Published/ Books Edited)

Published Work

Presented five papers to the **Institute of Advance Studies in Education**, **Department of Education (CIE), University of Delhi** on Marketing Management and Information Technology

Four articles were published by the **Institute of Advance Studies in Education, University of Delhi,** in the book titled "**Handbook For The Teachers of Commerce**", 2003

Articles are on:-

1. Marketing of Services
2. Managing Direct and Online Marketing
3. Public Relations
4. Recent Trends in Modes of Communication

Research Work

1. Submitted thesis as part of Research Work in **M.Phil (Marketing Management) on "Causes of Slow Growth of Consumer Movement in India"** to Delhi School of Economics, University of Delhi, Delhi
2. Submitted Project Report on **Smart Banking,** as part of requirement for MCA course
3. Submitted Project Report on **Online Banking**, as part of requirement for MIT course
4. Submitted thesis as part of Research Work in **PhD (Electronic Supply Chain Management Systems in India)** in 2012 to South Campus, Delhi School of

Economics, University of Delhi, Delhi.

Presented Research Paper on "Electronic Supply Chain Management –
A goldmine with novel issues" on 8th January, 2005 at the International
Conference on Retailing and Sourcing 2005: Challenges and Opportunities,
jointly organized by **Birla Institute of Management Technology,
India** in association with **Philadelphia University, U.S.A**

Books Written
**"Information Technology" for Four Year Undergraduate Programme,
University of Delhi, Foundation Course [Paper FC-3], Published by Taxmann
Publications Private Ltd.**

**"Introduction to Information Technology" for Andhra Pradesh Universities,
Published by Taxmann Publications Private Ltd.**

Conference Organized
**None**

Research Projects (Major Grants/Research Collaboration)
None

Awards and Distinctions
Excellent Teaching Award by Delhi University, 2014

Association With Professional Bodies
None

Seminars/Webinars/Conferences /Workshops Attended
None

Other Activities (FDP's/Refresher Course)
Two certificates from Center for Professional Development in Higher Education. University of Delhi.

Past experience (If any, Give details)

40 years of Teaching Experience
- Taught **Computer Applications in Business** paper in Master of International Business at **Delhi School of Economics, University of Delhi for Appx. 5 years.**

- Taught **Management Information System paper in GBO course of SRCC,**

University of Delhi for Appx.5 years.

- Paper setter for **Introduction to computers and Information Systems and E-commerce** paper for B.Com (H) course of Delhi University for approximately six years.

- **University coordinator for Introduction to computers and Information Systems and E-commerce paper for B.Com (H) course of Delhi University.**