




## Faculty Details Proforma for Website

<b>Name</b>	<b>Dr. Divya Sethi</b>	<b>Photograph</b>	
<b>Designation &amp; Department</b>	<b>Assistant Professor Department of Commerce</b>		
<b>Date of Joining the institution</b>	<b>Permanent 11 May 2023</b>		
<b>Date of Birth</b>	<b>22 June 1989</b>		
<b>Address</b>	<b>J-139, Reserve Bank Enclave, Paschim Vihar, New Delhi - 110063</b>		
<b>Phone No</b>	<b>Office</b>		
	<b>Residence</b>		
	<b>Mobile</b>		<b>9899737035</b>
<b>Email Address</b>	<b>divya.sethi@sgndkc.du.ac.in</b>		

<b>Educational Qualifications</b>		
<b>Degree</b>	<b>Institution</b>	<b>Year</b>
Bachelor of Pharmacy	Jamia Hamdard	2011
Two Year Post Graduation in Business Management	LBSIM	2013
UGC NET	University Grants Commission	2018
PhD in Management	Amity University	2023
<b>Administrative Assignments</b>		
<b>Areas of Interest / Specialization</b>		
Innovation Management & New Product Development Innovation and Organizational Politics Organizational Behaviour Human Resource Management		



<b>Subjects Taught</b>
Human Resource Management Finance for Everyone Financial Literacy Entrepreneurship Development Science & Society Organizational Behaviour Company Law Business Ethics and Corporate Social Responsibility Management Process & Organizational Behaviour Research Methodology International Business Management Business Policy & Strategy
<b>Research Guidance</b>
<b>Publications Profile (Articles/ Books Published/ Books Edited)</b>
<p><b>Journal Publications</b></p> <p>Tageja, Natasha and Sethi, Divya (2024), “Ethical Work Practices: A Tyranny of Sports Direct”, <i>Amity Business Review</i>, Vol. 24, Issue 2.</p> <p>Sethi, Divya, Chaturvedi, Vijit, Sethi, Anju and Jain, Nidhi (2022), “Assessing the Effect of Ethnocentrism and Cultural Intelligence on Employees During Corporate Restructuring”, <i>Employee Responsibilities and Rights Journal</i>, 1 – 21.</p> <p>Sethi, Divya, Chaturvedi, Vijit, and Sethi, Anju (2021), “Innovation in Indian Pharmaceutical Industry: Impact of Changing Regulatory Regime”, <i>Journal of Pharmaceutical Research International</i>, Issue 33(38B), 187 – 196.</p> <p>Sethi, Divya, Chaturvedi, Vijit, and Sethi, Anju (2021), “Survival Strategies of Domestic &amp; International Pharma Companies in Radically Innovative Ecosystem: A Case of India”, <i>Design Engineering</i>, Issue 4, 1787 – 1801.</p> <p>Chaturvedi, Vijit, Tageja, Natasha, Sethi, Divya and Kumar, Vinod (2019), “Understanding Fresher’s Perspective on Business Analytics as a Necessary Tool for Employability”, <i>Journal of Advanced Research in Dynamical &amp; Control Systems</i>, Vol. 11, 08-Special Issue, 904-911.</p> <p>Sethi, Divya, Tageja, Natasha and Chaturvedi, Vijit (2019), “Entrepreneurship and Policy Making in India: Perspective of Incubators”, <i>International Journal of Advance and Innovative Research</i>, Vol. 6, Issue 1 (XXI), 179-184.</p> <p>Sethi, Divya, and Sethi, Deeksha (2018), “Evolution of Economics Throughout the Years”, <i>International Journal of Creative Research Thoughts</i>, Vol. 6, Issue 1, 914-917.</p>



Ramaswamy, B., and Sethi, Divya (2018), “Banking Sector Reforms”, Pravish Rajnam Journal of Studies, Vol. 9, 106-113.

Sethi, Divya, and Sethi, Deeksha (2017), “Juvenile Justice Act: Fact or Myth?”, *South Asian Journal of Law and Human Rights*, Vol. 3, Issue 1, 49-59.

Tageja, Natasha, Sethi, Divya and Chaturvedi, Vijit (2017), “Uber’s Success: A Story of Real or Delusioned Success”, *International Journal of Advance & Innovative Research*, Vol. 4, Issue 4 (III), 20-24.

Sethi, Divya (2017), “Behavioural Decision Theory: A Theoretical Foundation”, *International Research Journal of Management, Science and Technology*, Vol. 8, Issue 3, 86-90.

Sethi, Divya and Sethi, Deeksha (2017), “Theories on Firm Behaviour: A Review”, *International Research Journal of Management, Science and Technology*, Vol. 8, Issue 2, 274-279.

### **Books Published**

Ramaswamy, B, and Sethi, Divya, “Micro Teaching: Features, Procedures and Benefits”. Kanishka Publishers, Distributors. 2017

Ramaswamy, B, and Sethi, Divya, “Elements of Physical and Health Education”. Kanishka Publishers, Distributors. 2017

Ramaswamy, B, and Sethi, Divya, “Integrated and Inclusive Education: Focus on Children with Low Vision”. Kanishka Publishers, Distributors. 2017

Ramaswamy, B, and Sethi, Divya, “Action Research: Process, Methods and Guidelines”. Kanishka Publishers, Distributors. 2017

Ramaswamy, B, and Sethi, Divya, "Encyclopedia of Education System in Modern India". Kanishka Publishers, Distributors. 2017. (Volume I and II).

Ramaswamy, B, and Sethi, Divya, "Encyclopedia of Research Methods and Techniques in Education". Kanishka Publishers, Distributors. 2017. (Volume 1, II, III, IV and V).

Ramaswamy, B, Sethi, Divya and others, "India-Mauritius Bilateral Relationship: Recent Initiatives". Renova International Publications. 2019

### **Conference Organized**

### **Research Projects (Major Grants/Research Collaboration)**



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<b>Awards and Distinctions</b>
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| <ol style="list-style-type: none"><li>1. Was awarded Bharat Gaurav Puraskar in 2015 by Dr. Aditya Nath Jha Memorial Trust for remarkable services in Social Work.</li><li>2. Was awarded Bharat Ratna Dr. S. Radhakrishnan Memorial National Teacher's Award Merit in 2017 for excellent performance in the field of Education by Indraprastha Siksha Evam Khel Vikas Sanghthan.</li><li>3. Was awarded Swami Vivekananda Global Award by Swami Vivekananda Vichar Manch in 2018.</li><li>4. Won trophies for excellence in academics in the Faculty of Pharmacy; overall rank was among the top 5.</li><li>5. Was ranked among the top 10% in the post-graduate management program.</li></ol> |
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<b>Association With Professional Bodies</b>
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<b>Seminars/Webinars/Conferences /Workshops Attended</b>
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<p>Sethi, Divya, Chaturvedi, Vijit and Sethi, Anju, International Conference on Emerging trends in Commerce &amp; Management, "Innovation And Intellectual Property Laws: The Case Of Indian Pharma Industry", SASMIRA's Institute of Commerce &amp; Science (SICS) in association with University of Mumbai &amp; Indian Academicians &amp; Researchers Association, Mumbai, India (April 2021)</p> <p>Sethi, Divya and Sachdeva, Tanu, Sixth Biennial Conference of the Indian Academy of Management, "Understanding Workplace Spirituality: Lessons from Indian Religious and Spiritual Traditions", Indian Institute of Management Tiruchirappalli, India (January 2020)</p> <p>Sethi, Divya and Jain, Nidhi, Sixth Biennial Conference of the Indian Academy of Management, "Assessing the effect of Ethnocentrism and Cultural Intelligence on Employees during Corporate Restructuring", Indian Institute of Management Tiruchirappalli, India (January 2020)</p> <p>Sethi, Divya and Tageja, Natasha, Work, Stress and Health 2019, "Exploring the Effects of Job Stress on Job Performance in Higher Education Sector", American Psychological Association, Philadelphia, USA (November 2019)</p> <p>Sethi, Divya and Tageja, Natasha, Global Leadership Research Conference 2019, "Entrepreneurship and Policy Making in India: Perspective of Incubators", Amity Business School, Noida, India (February 2019)</p> <p>Sethi, Divya and Tageja, Natasha, 6th Pan IIM World Management Conference, "Understanding Opportunities and Challenges of Startups in a Developing Economy: The Case of India", Indian Institute of Management, Bangalore, India (December 2018)</p>
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Sethi, Divya and Tageja, Natasha, AGBA's 15th Annual Global Conference, "Changing Regulatory Regime: An Impetus for Innovation for Indian Pharmaceutical Industry", Academy for Global Business Advancement, Bangkok, Thailand (July 2018)

Tageja, Natasha, Sethi, Divya and Chaturvedi, Vijit, Developing Countries and Sustainable Development: Reconnecting Past with Present, "Survival Strategies of Domestic Vs Foreign Pharmaceutical Firms in Radically Innovative Environment in India", Shyam Lal College, Delhi University, India (March 2018)

#### **Other Activities (FDP's/Refresher Course)**

1. 3 Day Faculty Development Program on "Presentation Skills in a Class Room" conducted by ICT Academy on 08 Jan 2024 to 10 Jan 2024 at Sri Guru Nanak Dev Khalsa College, University of Delhi
2. Two -week Refresher Course in "COMMERCE" from 31 July - 14 August, 2023 conducted by Teaching Learning Centre and Department of Commerce Ramanujan College, University of Delhi (Accredited Grade 'A++' by NAAC) in collaboration with SST College of Arts and Commerce, Ulhasnagar, Maharashtra under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission On Teachers And Teaching
3. 4-Week Faculty Induction/Orientation Programme for "Faculty in Universities/ Colleges/ Institutes of Higher Education" from 22 June - 21 July, 2023 organized by Teaching Learning Centre Ramanujan College, University of Delhi (Accredited Grade 'A++' by NAAC) under the aegis of Ministry Of Education Pandit Madan Mohan Malaviya National Mission On Teachers And Teaching
4. One Week Online Faculty Development Programme on "Skill Enhancement Courses (Digital marketing, Personal Financial Planning, and Innovation & Entrepreneurship)" (01st – 07th February, 2024) organised by Department of Commerce, Sri Venkateswara College, University of Delhi in collaboration with Mahatma Hansraj Malaviya Mission Teacher Training Centre (MH-MMTTC), Hansraj College, University of Delhi
5. FDP on Implementation of NEP from 30th May to 4th June 2022
6. FDP on Impactful Academic Writing – A Qualitative Approach from 12th July to 16th July 2022
7. FDP on Systematic Literature Review, Meta Analysis and Smart PLS from 12th to 17th December 2022

#### **Past experience (If any, Give details)**

1. Worked as an Assistant Professor in Vivekananda Institute of Professional Studies, affiliated to GGSIP University from 8 March 2018 to 11 May 2023.
2. Worked as an Assistant Professor in Kamal Institute of Higher Education and Advanced Technology, affiliated to GGSIP University from 20 May 2015 to 7 March 2018
3. Worked as an Analyst at The Smart Cube from 29 April 2013 to 18 May 2015