

Profile of the Faculty Member

i) General Information

- a) Name Dr. Neeru Kapoor
b) Address (Residential) 7A3, Girdhar Apts, 28, Ferozshah Road, New Delhi 110001
c) Phone No. 9818628832
d) Designation Associate Professor
e) Department Commerce
f) Date of Birth 17th February 1966
g) Area of Specialization Marketing, Advertising, Organizational Behaviour

A) Academic Qualification

Exam Passed	Board/ University	Subjects	Year	Division/Grade/Merit etc.
High School	C.B.S.C Board	English, Hindi, Social Studies, Science, Mathematics	1981	Ist
Higher Secondary Or Pre-degree	C.B.S.E Board	Commerce, Accountancy, Economics, English, Mathematics	1983	Ist
Bachelor's Degree(s)	B.Com (H) Janaki Devi Memorial College, Delhi University	Business Organisation, Management, Accountancy, Economics, Business Laws, Corporate Laws etc.	1986	Ist
Master's Degree(s)	M.Com Delhi School of Economics, Delhi University	Organisational Behaviour, Accountancy, Economics, Laws, Marketing, Computers	1988	Ist
Research Degree (s)				
Other Diploma/Certificate etc.				

ii) Research Experience & Training

Research Stage	Title of work/Theses	University where the work was carried out
M.Phil or equivalent	Corporate Combats	Delhi School of Economics, Delhi University
Ph.D	Influence of television advertising on children's buying behaviour	Delhi School of Economics, Delhi University
Post-Doctoral	NA	NA
Publications (give a list separately)	Please find details in the preceding paragraphs	
Research Guidance (give names of Students guided successfully)	Please find details in the preceding paragraphs	
Training (please specify)	Please find details in the preceding paragraphs	

B) Research Project carried out

Title of the Project	Name of the funding Agency	Duration	Remarks
e- Pathshala Project	Centre for e-Learning, Khalsa College, University of Delhi	In 2015	Worked on three modules of Business Economics
National Mission on Education Information Communication Technology, Under the MHRD Project	Institute of Lifelong Learning, University of Delhi	In 2013	Reviewed an E-Lesson entitled, Evaluating Advertising Effectiveness
National Mission on Education Information Communication Technology, Under the MHRD Project	Institute of Lifelong Learning, University of Delhi	In 2013	Reviewed an E-Lesson entitled, Evaluation of Sales Promotion
Minor Research Project	University Grants Commission	In 2001	Entitled, Influence of Television Advertising on Children's Buying Response

C) Seminars, Conferences, Symposia Workshops etc., attended

Name of the Seminar/Conference/Symposia Workshop, etc	Name of the Sponsoring Agency	Place and Date
Presented a Paper at the International Academic Conference held at the West East Institute, Barcelona, Spain	Nil	Spain, March 7-9, 2016
Presented a Paper at the International Conference on Environmental Justice and Social Equity held at the Oxford University, London.	Sponsored by ICSSR	London, from July 10 th - July 12 th , 2013
Presented a Paper at the European Conference for Academic Disciplines held at Gottenheim, Germany.	Sponsored by Delhi University.	Germany, from April 8 th - April 13 th , 2012
Presented a Paper at the International Conference for Academic Disciplines held on the Campus of Harvard University, Cambridge, Massachusetts, USA	Sponsored by University Grants Commission.	USA, from May 29 th – June 2 nd , 2011
Presented a Paper at the National Seminar organized by Delhi College of Arts & Commerce, University of Delhi	Sponsored by UGC	Delhi, April 2 nd - 4 th , 2007.
Presented a Paper in the 53 rd All India Conference held at Dr. Baba Sahib Ambedkar Marathwada University Aurangabad, Maharashtra		Maharashtra, October 29 th - 31 st , 1999.
Presented a Paper in International Conference organised by Comparative Literature Association of India at Delhi College of Arts & Commerce	Sponsored by UGC	March 31 st , 1999.
Presented a Paper in National Seminar on Challenges in Marketing in 90s, hosted by Delhi School of Economics		December 14 th -15 th , 1989.

list of Refresher/Orientation courses attended

- Participated in a three week professional development program on “**Contemporary Issues in Accounting and Finance**” conducted by the Centre for Professional Development in Higher Education, University of Delhi, from March 31 to April 20, 2000.
- Participated in a three week professional development program on “**Emerging Issues in Marketing and HRM practices**,” conducted by the Centre for Professional Development in Higher Education, University of Delhi, from March 19 to April 8, 1999.

- Participated in a three week professional development program entitled “**Contemporary Issues in Accounting and Finance**” conducted by the Centre for Professional Development in Higher Education, University of Delhi, held on August 26 to September 14, 1996.

Participation in the Training Programmes, Workshops, Conventions & Seminars

- Participated in a three-day Workshop on “**Direct Tax Planning**”, organised by the Department of Commerce, Delhi School of Economics, University of Delhi, on 26-29th November, 1999.
- Participated in a two day workshop on “**Creating E-Lessons**” organised by the Institute of Lifelong Learning, South Campus, University of Delhi, on November 5- 6, 2009.
- Participated in a workshop on “**National E-Governance Plan**” organised by the Delhi University Computer Centre, held at Institute of Life Long Learning, University of Delhi, on 13th March 2013.
- Participated in the one day Workshop on “**Gender Sensitization of the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013**”, organised by Women's Studies and Development Centre, University of Delhi, on 3rd November, 2015.
- Attended a National Workshop on “**Changing Paradigm of Pedagogy**” organised by Delhi College of Arts & Commerce, on 29th December, 2016.
- Participated in the National Convention on “**Creating Corporate Advantage in Global Economy**”, held at Hotel Hyatt Regency, New Delhi, on 18th & 19th December, 2003.
- Participated in a Seminar organised by the Bureau of Legislative Studies and Press Association on “**Judiciary, Legislature and Media- in Model Role to Strengthen Indian Democracy**”. held at Assembly Hall, Legislative Assembly of Delhi, Old Secretariat, Delhi on 24th February 2004.
- Participated in the Second National Convention on “**Legislative Coordination for Action on Women’s Issues**”, held at Hotel Ashok, organized by Women Power Connect, New Delhi, on 17th August, 2007.
- Participated in the 37th World Marketing Congress on “**Marketing Opportunities and Strategies for South Asia: A Fresh Look**”, held at India Habitat Centre, New Delhi on 11-12 February, 2010.
- Participated in the “**ED Tech Forum**” held at Hotel Shangri-La, Connaught Place, New Delhi on 15th of September, 2011.

iii) Teaching Experience

Courses Taught	Name of the University/College/Institution	Duration
B.Com(H), B.Com(prog.), B.A. (Prog.) Advertising and Sales Promotion Management, M.Com(Previous) M.Com(Final)	Jesus and Mary College, Delhi University	07-09-1988 to 10-08-1989
	Lady Shri Ram College for Women, Delhi University	10-08-1989 to 06-08-1992
	Shri Ram College of Commerce, Delhi University	06-08-1992 to 09-09-1992
	Delhi College of Arts & Commerce, Delhi University	09-09-1992 to continuing
	Department of Commerce, Delhi School of Economics, Delhi University	July 2000 to July 2011

Total Teaching Experience

Undergraduate 28 years and 9 Months

Post-Graduate 11 Years

Teaching Principles of Marketing, Marketing Communications, Advertising, Personal Selling, Sales-management, Sales Promotion, Public Relations and Organizational Behaviour to B.Com(H), B.Com. (Prog.) and B.A. (Prog.) ASPM students at Delhi College of Arts & Commerce for the past 28 years. Have taught Marketing Management and Marketing Communications to students of M.Com (Previous) and M.Com(Final) for 11 years at Delhi School of Economics, University of Delhi. Also working in the capacity of Convenor BA (P) (Advertising and Sales Promotion) program for the last 23 years.

ii) Innovations/Contributions in Teaching

I have been teaching the under-graduate students for the last 28 years and the post-graduate students for 11 years. I always tried to include various innovative teaching methods while teaching the graduate and post-graduate students.

- ❖ I teach them with the help of power-point presentations.
- ❖ I always initiate discussions in my class on various issues. I encourage my students to give a class-presentation on various topics. The presentations are verbal as well as power point presentations.
- ❖ We discuss various examples and case-studies in the class which helps the students to look at the real world picture and relate theory to its practical aspects.
- ❖ I try to invite guest speakers, from various advertising agencies who are experts in their fields to come and deliver a discourse to my students.
- ❖ We also invite Faculty from other Colleges to come and Judge the events organised by our students and give valuable insights on their performance.
- ❖ As I have been teaching marketing and advertising to my students I always encourage them to go for internships in various ad-agencies and the marketing departments of various organisations during their summer and winter vacations because I strongly believe that these subjects cannot be taught only in the class-room situation by discussing their theoretical aspects. The internships help them to interact with industry people and learn the practical implementation of various theoretical concepts.
- ❖ I even arrange for a visit to the various ad-agencies to give my students an opportunity to see their functioning and discuss various practical issues with the concerned people there.
- ❖ Our Library is one of the best equipped library in Marketing and Advertising areas. Every year I order various reference books of renowned authors.
- ❖ I try my level best to motivate students to cultivate a flair for writing. They write articles on various issues and we publish an annual issue of our magazine Ad-Verve which showcases my student's talent. We have been able to come up with 7 issues of our Annual Magazine AD VERVE.
- ❖ My students have to regularly submit their assignments and projects for evaluation. Regular class tests are conducted to judge their understanding of various concepts taught in the class.
- ❖ Our students perform amazingly well. Generally every year the BA(Prog.) Topper in the college is from the ASPM stream.
- ❖ Lots of my students have gone abroad to pursue their higher studies. I encourage them, motivate them and help them by providing recommendation letters.
- ❖ We have built a strong Alumni network. Most of our students are well placed in top Advertising Agencies and marketing departments of various National as well as Multi-national organisations. Our Alumni's help our current batch of students in managing internships as well placements in such organisations.

a) Design of Curriculum

- Participated in the development of the course content for B.A.(Prog.) ASPM for the Credit Based Course Structure in July 2015.
- Participated in the development of the Course content for B.Com (H) at the Department of Commerce, Delhi School of Economics, University of Delhi for the Four Year Degree Program on 16th April, 2013.

- Active Member of the Area Committee for restructuring of course content for B.Com (H) at the Department of Commerce, Delhi School of Economics, University of Delhi for the semester system on 3rd and 24th March, 2004.
- Participated in Restructuring and Implementation of MHROD, MIB, and M.Com. Courses on 5th April, 2004.
- Active Member of the Area Committee for restructuring of course content for B.Com (Programme) at the Department of Commerce, Delhi School of Economics, University of Delhi for the semester system on 3rd November, 2003.
- Active Member of the Area Committee for restructuring of course content for BA (Programme) (ASPM) at the Department of Commerce, Delhi School of Economics, University of Delhi for the semester system on 7th November, 2003.
- Participated in a three-day workshop organised by the Department of commerce, Delhi School of Economics for the revision of B.Com (H) courses on 26th to 29th of November 1999.

b) **Teaching methods** Mentioned above

Students research project supervised

- Mentor for students of MA (Advertising & Personal Selling) and Post Graduate Diploma in Management for Madurai Kamraj University, Madurai.
- Mentor for students of BA (Journalism) Delhi College of Arts & Commerce, Delhi University for various academic Projects.
- Mentor for students of B.Com (H) Delhi College of Arts & Commerce, Delhi University for various academic Projects.
- Mentor for students of BA (P) (ASPM) Delhi College of Arts & Commerce, Delhi University for various Academic Projects.

c) **Laboratory experiments** Nil

d) **Evaluation methods**

Paper Setter and Head Examiner for Delhi University Annual Examinations for last 29 years for:

- ❖ M.Com (Final)
- ❖ M.Com (Previous)
- ❖ B.Com (Honours) IIIrd Year
- ❖ BA (Programme) ASPM IIIrd Year
- ❖ BA (Programme) ASPM IIInd Year
- ❖ BA (Programme) ASPM Ist Year

Invitation as a resource person in workshops/seminars/conferences organised by external professional agency

- Invited to Host a Panel Discussion on "**Practical Insight of Entrepreneurship**", an event organised by Department of Commerce, Delhi College of Arts & Commerce, University of Delhi, on 23rd January, 2017.
- Invited to "**Judge the Business Plan**", event at the Annual Inter-College Festival Commxcelsior 17, organised by the Commerce Department of Kamla Nehru College, University of Delhi, on 7th February, 2017.

- Invited to "**Judge the Business Plan**", event at the Annual Inter-College Festival Commxcelsior 16 , organised by the Commerce Department of Kamla Nehru College, University of Delhi, on 10th February, 2016.
- Invited to "**Judge Group Dance and Group Song**" at the 29th Annual Inter College/School NCC Fest SHAURYA held at Delhi College of Arts & Commerce, University of Delhi, on 1st March, 2016.
- Invited to "**Judge the Ad-Mad Competition**", at the Annual Inter-College Economics Festival BREAKEVEN'16, organised by eParcus, The Economics Society of Lakshmibai College, University of Delhi, on 5th February, 2016.
- Invited to "**Judge the Ad-Mad Competition**", in the Annual Commerce Festival organised by Kamala Nehru College, held on February 19th, 2015.
- Invited to "**Judge the Ad-Mad Competition**", in the Annual Commerce Festival organised by Lakshmibai College, held on October 21st, 2014.
- Invited to "**Judge the Business Plan**", Competition in the Annual Commerce Festival organised by Kamala Nehru College, held on March 2nd, 2014.
- Invited as a Speaker to deliver a talk on, "**Positive Thinking: A Key to Success**", at the Seminar organised by the Indraprastha College for Women, University of Delhi, on October 15th, 2012.
- Invited as an Expert to deliver a lecture on "**Awareness about Consumer Issues**", at the workshop organised by Miranda House, University of Delhi, on January 24th, 2012.
- Invited as an "**External Subject Expert**", for Evaluation of Project Presentations of the participants at the Orientation Program organized by the Centre for Professional Development in Higher Education (UGC-ASC), University of Delhi, on July 19th, 2012.
- Invited to deliver a Presentation on "**Television Advertising and Consumer Issues**", at a Workshop titled "Awareness about Consumer Issues", being organized by Miranda House, University of Delhi, on January 28th, 2011.
- Invited as an "**External Subject Expert**", for Evaluation of Project Presentations of the participants at the Orientation Program organized by the Centre for Professional Development in Higher Education (UGC-ASC), University of Delhi, on March 26th, 2010.
- Invited as a resource person to deliver a Talk on "**Impact of TV Advertisement on Consumer Behaviour**", in the Orientation Program organised by the Centre for Professional Development in Higher Education (UGC-ASC), University of Delhi, on March 5th, 2010.
- Invited to deliver a talk on "**Impact of TV Advertisement on Consumer Behaviour**", in the Orientation Program organized by the Centre for Professional Development in Higher Education (UGC-ASC), University of Delhi, and December 4th, 2010.
- Invited as a spokesperson to deliver a Lecture on "**Impact of TV Advertisement on Consumer Behaviour**", at Centre for Professional Development in Higher Education (UGC-ASC), University of Delhi, on October 22nd, 2009.
- Invited to "**Judge the Ad-Mad Competition**", in the Annual Commerce Festival organised by Kamala Nehru College, on September 11th, 2009.
- Participated in a Panel Discussion as one of the Panellists on NDTV METRO NATION channel on television on the topic of "**Life in Delhi University**" telecast on January 18th, 2009.

- Invited to deliver a Lecture on **“Trusteeship”** at a Seminar in Gandhian Studies Centre, Shyama Prasad Mukherji College, University of Delhi, on Oct 1st, 2007.
- Invited to **“Judge the Inter-College Paper Presentation Competition”**, held at the Consumer Rights Awareness Festival organised by Lakshmi Bai College, held on November 29th, 2006.
- Invited to deliver a lecture on **“Interpersonal Communication Skills”** in the training program on “Essential Behavioural Skills for Government Officers” organised by the Indian Institute of Public Administration, New Delhi, on 26th Oct, 2005.
- Invited to deliver a lecture on **“Interpersonal Communication Skills”** in the training program on “Essential Behavioural Skills for Government Officers” organised by the Indian Institute of Public Administration, New Delhi, on 24th Nov, 2005.
- Invited to deliver a lecture on **“Interpersonal Communication Skills”** in the training program on “Essential Behavioural Skills for Government Officers” organised by the Indian Institute of Public Administration, New Delhi, on 24th of January 2006.
- Invited as Chief Panellist in **“MERIBAT”** the live talk show on DD Bharti on “Career options in Advertising and Public Relations” held on February 26th, 2003.

**e) Preparation of resource Material
including books, Reading materials
Lab. Manuals etc.**

Research/ academic contribution

list of publications in peer reviewed international journals

- I. Published an Article on **“Children’s Understanding of Advertising and Developing Consumer Socialisation”** in International Journal of Arts & Sciences, USA, Vol. 4(12), October, 2011. (ISSN:1944-6934)

list of publications in peer reviewed national journals

- I. Published Paper on **“Mediaization of Modern Culture”** in Indian Journal of Commerce, Vol. 52, No. 4, October –December, 1999. (ISSN:0019-512X)
- II. Published Article on **“Effects of Endorsing Celebrities and Premium Offers Shown in TV ads on Children’s Purchase Requests”** in The Review of Commerce Studies, Journal of Delhi School of Economics, Vol.20-22, No.1, Jan-June, 2002. {ISSN:7517-993(ZDB)}
- III. Published Article on **“Influence of TV ads on Children’s Buying Response: Role of Parent–Child Interaction”** in Global Business Review, International Management Institute, Vol.5, No.4, January-June, 2004. (ISSN:0972-1509)
- IV. Published an Article on **“Children’s Understanding of TV Advertisements: Influence of Age, Sex, and Parents”**, in Vision-The Journal of Business Perspective, Management Development Institute, Gurgaon, Vol.9, No.1, Jan-March, 2005. (ISSN:0972-2629)

list of articles in newspapers or magazines

- I. Published an Interview on **“Career Opportunities in Advertising and Personal Selling”** in Hindustan a Hindi Newspaper on Jan 16th, 2003. (ISSN:0149-7952)
- II. Editor for the Advertising Magazine titled **“Ad-Verve”** since 2007.

- III. Contributed towards a White Paper on "**Education, Focus: Youth and Career**" circulated on the Business and Career Networking Site titled Apna Circle.com.

Chapters written

- I. Published a Chapter on "**Globalization and Advertising – A Comparative Study of Television Advertising and their Effects on Children in India, United States, Japan and China**" in the book titled "Globalization: Myths & Realities", Concept Publication, 2004. (ISBN:81-8069-128-4)
- II. Published a Chapter on "**Trusteeship: Moral and Spiritual Approach to Economics**", in the Book titled "Reading Gandhi" Concept Publishing Company, New Delhi, in 2006. {ISBN:81-8069-356-2(HB)}
- III. Published a Chapter on "**Nyasita: Arthshastra Ka Naitik and Adhyatmik Roop**" in the book titled "**Gandhi-Ek Adhyayn**" published by Concept Publishing Company, New Delhi, in 2007. {ISBN:81-8069-391-0(PB)}
- IV. Written a Chapter titled "**Advertising- It's Cultural and Social Effects**", for Language Literature & Culture, the Institute of Life Long Learning, University of Delhi, South Campus in 2013. (ISSN:2349-154X)
- V. Written Four Chapters on "**Marketing Management**" for Indira Gandhi Open National University for their Masters in Agricultural Management, School of Agriculture in 2015. (Under Publishing)
- VI. Written three Chapters on "**Product and Its Management**", for Masters of Business Economics, an e- Pathshala Project for Centre for e-Learning, Khalsa College, University of Delhi in 2015.
(Link: http://epgp.inflibnet.ac.in/view_f.php?category=734)
- VII. Written a Chapter on "**Consumer Perception to Mobile Commerce**", for Securing Transactions and Payment Systems for M-Commerce, A Volume in the Advances in E-Business Research, IGI Global, USA in 2016. (ISBN: 978-1-5225-0236-4)

Book reviews published

- I. Published a Book Review of "**Advertising Basics-A Resource Guide for Beginners**", in Vision-The Journal of Business Perspective, Management Development Institute, Gurgaon, Vol.9, No.1, Jan-March 2005. (ISSN:0972-2629)
- II. Published a Book Review of "**Effective Advertising-Understanding When, How, and Why Advertising Works**" in Vision-The Journal of Business Perspective, Management Development Institute, Gurgaon, Vol.9, No.1, Jan-March 2005. (ISSN:0972-2629)
- III. Published a Book Review of "**Research Methodology- The Essential Guide to Doing Research**" in Vision-The Journal of Business Perspective, Management Development Institute, Gurgaon, Vol.9, No.3, July-Sep 2005. (ISSN:0972-2629)

Bibliography written

- I. Published a Bibliography on the "**Influence of Television Advertising on Children and their Buying Response**", in NICE Journal of Business, Shobhit University Publication, Vol.5, No.1, January-June, 2010. (ISSN:0973-449X)

Books edited

- I. Edited "**Gandhian Alternative - Economics Where People Matter**", published by Concept Publishing Company, New Delhi in 2005. (ISBN:81-8069-126-8)

Books written with ISBN/ISSN members along with the details of Publishers

- I. ***“Television Advertising and Consumer Response”***, published by Mittal Publications, New Delhi in 2003. (ISBN:81-7079-901-4)
- II. ***“Advertising and Personal Selling”***, Edition-I, published by PINNACLE-LEARNING, New Delhi in 2009. (ISBN:978-81-9044-544-3)
- III. ***“Advertising and Personal Selling”***, Edition-II, published by PINNACLE LEARNING, New Delhi in 2011. (ISBN:978-81-922284-0-2)
- IV. ***“Principles of Marketing”*** published by PHI Learning Private Limited, Delhi in 2014. (ISBN:978-81-203-4889-9)
- V. ***“Human Resource Management”*** published by Taxmann Publications (P.) Ltd., New Delhi in 2014. (ISBN:978-93-5071-383-9)
- VI. ***“Advertising and Brand Management”*** published by PINNACLE LEARNING, New Delhi in 2016. (ISBN:978-93-83848-15-7)

Organising Conferences, Seminars and Workshops

- Organiser of the UGC sponsored National Seminar Organised by the Department of Commerce, Delhi College of Arts & Commerce, Delhi University, on “The Future of Corporate Finance in India”, from March 22-23, 2012.
- Organiser of the UGC sponsored National Seminar Organised by the Delhi College of Arts & Commerce, Delhi University, on “Restructuring Higher Education: Constraints and Possibilities” from March 16th -18th , 2010.
- Organised various workshops for college students for imparting knowledge on techniques for resume writing, handling interviews and group discussions.
- Has remained Convener, Job Placement Cell, Delhi College of Arts & Commerce for the period 2006-2014 and have ensured placements for students in various National and Multinational Companies by organising Job Placement Cell activities.
- Convener, B.A.(Programme) Advertising Sales Promotion Management in Delhi College of Arts & Commerce, University of Delhi since 1994. Have helped students organise Advertising Exhibitions and Inter-College Advertising Fest 'PARIVARTAN' since 2001. Editor of their Annual Magazine AD-VERVE since 2007.
- Have remained Convener BA(Prog.) of the college for 2015-2016.
- Have remained Subject-Incharge, Department of Commerce of the College for 2001-2003.
- Have remained the Teacher Representative on the Governing Body of the College for the period 27-05-2003 to 26-05-2004.
- Have remained Deputy Superintendent of Examination of the college for the year 2012-13.
- Have remained Convener, Cultural Committee of the college for many years and helped in organising various literary and cultural inter-college festivals in the college.
- Member, Sexual Harassment Committee and Anti-Ragging Committee of the College and have organised various Workshops and Training programmes on Women Safety with the help of Delhi Police.

- Member Proctoral Committee and Anti-Ragging Committee of the College.
- Guest Faculty at Indian Institute of Mass Communication for Mass Communication Program. (Teaching Consumer Buying Behaviour)
- Was Guest Faculty in M.Com (Previous), Department of Commerce, Delhi School of Economics, University of Delhi from 2001-2011.
(Teaching: Principles of Marketing)
- Was Guest Faculty in M.Com (Final), Department of Commerce, Delhi School of Economics, University of Delhi from 2001-2011.
(Teaching: Marketing Management)
- Mentor for students of MA (Advertising & Personal Selling) and Post Graduate Diploma in Management for Madurai Kamraj University, Madurai.
- Mentor for students of BA (Journalism), B.Com (H), and BA (P) (ASPM) for various Academic Projects.

Awards & Felicitations

- I. Throughout 1st Division holder and did my M.Com., M.Phil., and Ph.D. degrees from Delhi School of Economics, Delhi University.
- II. Won University Merit Scholarship for outstanding performance during M.Com.
- III. Felicitated with the prestigious P.K.Ghosh award by Honorable' Vice-President of India for being the Delhi University Topper in all Economics Papers during M.Com.
- IV. Awarded Junior Research Fellowship in 1988.
- V. Selected as Associate Professor of Organizational Management, through a properly constituted Selection Committee, at Indian Institute of Public Administration, New Delhi on 1st August, 2005.
- VI. Elected Member, Executive Committee Indian Institute of Public Administration, Delhi Regional Branch in 2014.
- VII. Awarded "Stree Udyami Award 2016" for Outstanding Contribution in the Field of Higher Education, by Believe India Foundation in the event held at Gandhi Darshan, Rajghat Delhi on 12th March, 2016.

Recognition from reputed professional bodies

- I. Member, Indian Institute of Public Administration, New Delhi.
- II. Member India Habitat Centre.
- III. Examiner, Indian Institute of Chartered Accountants of India, New Delhi.