


Faculty Details Page on College Web-site

Title	MS.	First Name	SHALLU	Last Name		Photograph
Designation	ASSISTANT PROFESSOR					
Department	COMMERCE					
Address	123 KEWAL KUNJ APARTMENTS SECTOR-13 ROHINI DELHI-110085					
(Residence)						
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(Residence) optional						
Mobile	9599975658					
Fax						
Email	SHALLU9891@GMAIL.COM					
Web-Page						
Education						
Subject	Institution		Year	Details		
BCOM HONS	DU					
MCOM	DU					
MBA	AMITY					
Career Profile						
Organisation / Institution		Designation	Duration	Role		
DELHI COLLEGE OF ARTS AND COMMERCE		ASSISTANT PROFESSOR	3 YEARS	TEACHNG		
Research Interests / Specialization						
Teaching Experience (Subjects/Courses Taught)						
B.COM HONS B.COM PROG						
Honors & Awards						
Publications						
<ol style="list-style-type: none"> 1. Poor Business Ethics raises the need of Forensic Accounting, DCAC Journal of Interdisciplinary Studies, ISSN: 2321-2594. 2. Risk Analysis of Investment Decisions: A Study of Indian Scenario, International Research Journal of Commerce Arts and Science- CASIRJ, ISSN 2319 – 9202. 3. Impact of Promotional Activities on Consumer Buying Behavior: A Study of Cosmetic Industry, IRACST-IJCBM international Journal, ISSN: 2319-2828. 4. A Study of Consumer Attitude and Awareness towards Green Marketing and Green Branding, <u>Indian Journal of Applied Research, ISSN No: 2249-555X</u> 						
						Page 1
5. Indian Capital Market and Impact of SEBI, Indian Streams Research Journals, Tactful						

<p>Management, ISSN No : 2230-7850.</p> <p>6. Influence of Branded Clothing: A Study of Female Section of the Society , International Research Journal of Management Sociology and HumanitiesSPHERT, ISSN 2277-9809.</p>
<u>Conference Presentations</u>
Public Service / University Service / Consulting Activity/College Committee members
Professional Societies Memberships
Projects (Major Grants / Collaborations)
Other Details