




## Faculty Details Proforma

Title	<b>PROFESSOR</b>	First Name	<b>BIJAYA</b>	Last Name	<b>THAKUR</b>	Photograph
Designation		PROFESSOR				
Address		FLAT NO.B-1103, BULLAND HEIGHT, CROSSING REPUBLIK, GHAZIABAD, U.P. 201016				
Contact No.		9313655509				
Email		bthakur@dcac.du.ac.in				
<b>Educational Qualifications</b>						
Degree		Institution			Year	
GRADUATION		LUCKNOW UNIVERSITY			2000	
POST-GRADUATION		LUCKNOW UNIVERSITY			2003	
UGC-NET		-			2005	
PH.D.		LUCKNOW UNIVERSITY			2009	
<b>Career Profile</b>						
<ol style="list-style-type: none"> <li>1. Taught in Eram Girls Degree College on Adhoc basis in 2003-2005.</li> <li>2. Taught in Lucknow University on guest in 2005-2006</li> <li>3. Joined Delhi College of Arts &amp; Commerce on permanent as Assistant Professor In 2006.</li> </ol>						
<b>Administrative Assignments</b>						
<b><u>MEMBER IN DIFFERENT COMMITTEES IN DIFFERENT ACADEMIC PERIODS :</u></b>						
<ol style="list-style-type: none"> <li>1. Member In Prospectus Committee 2011-2013</li> <li>2. Department Of Research Council In Department Of Commerce, D.U. 2018 2020</li> <li>3. Member In Alumni Committee</li> <li>4. Member In Central Admission Committee</li> <li>5. Member In Purchase Committee</li> <li>6. Member In Committee For Caste Based Discrimination</li> <li>7. Member In Gender Sensitization Committee</li> <li>8. Member In Nodal Teacher And Gender Champion</li> <li>9. Convener Of Garden Committee</li> <li>10. Member In Canteen Committee</li> <li>11. Member In Placement Committee</li> <li>12. Member In Fees Concession Committee</li> <li>13. Member In Magazine Committee</li> <li>14. Member In Internal Complaints Committee</li> <li>15. Convener Of Women Development Cell</li> <li>16. Convener Of Fees Concession Committee</li> </ol>						

17. Liaison Officer (SC/ST)(Teaching And Non-Teaching)
18. Member In Paper Setting (Board Of Examiners) CACC
19. Convener Of Paper Setting (Board Of Examiners) Training And Development
20. Member In Paper Setting (Board Of Examiners)H.R.M.
21. Member In Paper Setting (Board Of Examiners)Consumer Protection
22. Convener Of Paper Setting (Board Of Examiners)Organisational Behavior
23. Convener Of Paper Setting (Board Of Examiners) Business Law: Consumer Law
24. Member In Paper Setting (Board Of Examiners) Personal Selling And Salesmanship
25. Convener Of "Vyapaar-The Entrepreneurship Cell", D.C.A.C.
26. Convener Commerce Association
27. Convener Of Internal Complaints Committee
28. Active Member In Committee To Prepare Guidelines And Syllabus For C.A.C.C. At University Level.
29. Actively And Regularly Involved In Paper Evaluation.
30. Life Member Of The Indian Accounting Association, Delhi Chapter.
31. Life Member Of The All India Commerce Association, Delhi Chapter.

#### Areas of Interest / Specialization

Marketing, Consumer

#### Subjects Taught

1. Advertising
2. Financial accounting
3. Corporate accounting
4. Business Tax Procedure
5. Corporate Social Responsibility
6. Cyber laws
7. Human Resource Management
8. Organisational Behavior
9. Leadership
10. Consumer Protection
11. Consumer Affairs and Costumer Care
12. Human Resource Development
13. Training and Development
14. Consumer Affairs and Sovereignty

#### Time table of the subjects taught during the current semester

S.No.	Subject	Days	Time	Classroom
<a href="#">Click here to enter text.</a>	<a href="#">Click here to enter text.</a>	<a href="#">Click here to enter text.</a>	<a href="#">Click here to enter text.</a>	<a href="#">Click here to enter text.</a>
1	Consumer Affairs and Sovereignty	Monday Tuesday Wednesday	11.45am	74

<b>2</b>		<b>Human Resource Development(major)</b>	<b>Wednesday Thursday Friday</b>	<b>10.30am 10.30am 10.30am</b>	<b>44 44 54</b>
<b>3</b>	<b>Training and Development</b>	<b>Monday Tuesday Friday</b>	<b>10.30am 10.30am 11.45am</b>	<b>55</b>	
<b>4</b>		<b>Human Resource Development (minor)</b>	<b>Thursday</b>	<b>9.30am</b>	<b>28</b>
Research Guidance					
<b>EXAMINER FOR EVALUATION OF PH.D THESIS OF MS. MANISHA GUPTA, MEWAR UNIVERSITY.</b>					
Publications Profile					
<b><u>PAPERS PUBLISHED:</u></b>					
S. No.	Title of the Paper	Journal Name	Year	ISSN No.	Reference number of UGC - CARE List
1	PRODUCT PROMOTION IN MODERN ERA	SHODH PRAVAH	2018	2249-6742	UGC LIST 40965
2	ADVERTISEMENT AND SOCIETY – A REFLECTION OF SOCIOLOGICAL AND CULTURAL PRESPECTIVES	INTERNATIONAL MULTIDISCIPLINARY RESEARCH JOURNAL	2020	2455-1511	PEERED REVIEW
3	WOMEN EMPOWERMENT IN INDIA: ISSUES AND CHALLENGES	INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT SCIENCE AND TECHNOLOGY	2020	2250-1959	PEERED REVIEW
4	“SIGNIFICANCE OF WORKER’S PARTICIPATION IN MANAGEMENT:A CRITICAL ANALYSIS”	SANSKRUTI INTERNATIONAL MULTIDISCIPLINARY RESEARCH JOURNAL	2021	2455-1511	PEERED REVIEW
5	“PARTICIPATION OF INDIVIDUAL AND GOVERNMENT FOR SUSTAINABLE DEVELOPMENT OF ENVIRONMENT”	JOURNAL OF RESEARCH AND DEVELOPMENT – A MULTIDISCIPLINARY	2021	2230-9578	PEERED REVIEW

		INTERNATIONAL LEVEL REFERRED JOURNAL			
6	"PRESPECTIVE AND NEED OF SKILL ORIENTED EDUCATION: COMPARISON AND DEVELOPMENT"	JOURNAL OF RESEARCH AND DEVELOPMENT – A MULTIDISCIPLINARY INTERNATIONAL LEVEL REFERRED JOURNAL	2021	2230- 9578	PEERED REVIEW
7	"EMPLOYMENT RETENTION STRATEGIES AND POLICIES IN INDIA - POST COVID"	JOURNAL OF ADVANCES AND SCHOLARLY RESEARCHES IN ALLIED EDUCATION [JASRAE]	2021	2230- 7540	PEERED REVIEW
8	"A THEORETICAL REVIEW TO UNDERSTAND THE CONCEPT OF CONTENT MARKETING IN GLOBALISED ERA"	PRINTING AREA: PEER REVIEWED INTERNATIONAL MULTILINGUAL RESEARCH JOURNAL	2022	2394- 5303	PEERED REVIEW
9	"SYSTEM OF MUNICIPAL AUTHORITIES IN INDIA: A BRIEF REVIEW OF LOCAL GOVERNANCE"	SANSKRUTI INTERNATIONAL MULTI DISCIPLINARY RESEARCH JOURNAL	2017	2455- 1511	PEERED REVIEW
10	"EFFECTIVENESS OF BRANDING STRATEGIES IN FMCG"	CURRENT JOURNAL- JOURNAL FOR ALL RESEARCH	2018	2348- 6228	UGC LIST 42685

### **CHAPTER IN EDITED BOOKS**

S.No.	Title of Edited Book	Title of Chapter	Publisher (with city/ country) & Year of Publication	ISBN
1	FUNCTIONAL MANAGEMENT- CONTEMPORARY ISSUES	ROLE OF GREEN MARKETING IN SUSTAINABLE DEVELOPMENT WITH SPECIAL REFERENCE TO ORGANIC FARMING	BHARTI PUBLICATION, NEW DELHI	978-81- 941162-7- 1

2	"INFLUENCE OF DIGITAL MEDIA AS A MARKETING TOOL"	CONTEMPORARY ISSUES IN BUSINESS AND ECONOMICS, VOL 2	THE BOARD OF RED SHINE PUBLICATION	978-1-312-59259-9
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**INVITED LECTURES, RESOURCE PERSON, PAPER PRESENTATION IN SEMINARS AND CONFERENCES AND FULL PAPER IN CONFERENCE PROCEEDINGS**

S. N o.	Title of Lecture/Paper	Invited Lecutre/R esource Person/Paper presented	Nature of Program me*	Details	Level**	Date of presen tation	Sponsori ng Agency
1	“आत्मनिर्भर महिला से आत्मनिर्भर भारत की ओर”	RESOURC E PERSON	WEBINAR	WEBINAR IN K.N. BAKSHI COLLEGE OF EDUCATION, JHARKHAND	NATIONA L	08-08-2020	K.N. BAKSHI COLLEGE OF EDUCATI ON
2	“VYAPAAR AUR VANIJYA KI DUNIA MAI HASIYEA KA YOGDAAN: CHUNAUTI YAN”	PAPER PRESENT ER	SEMINAR	U.G.C. SPONSORED NATIONAL SEMINAR AT D.C.A.C.	NATIONA L	16-08-2016	U.G.C.
3	“VYAPAAR AND UDYOGYA MAI DALIT MAHILA KI BHAGIDA RI”	PAPER PRESENT ER	SEMINAR	2 <sup>ND</sup> DALIT LITERATUR E FESTIVAL 2020	NATIONA L	17-02-2020	AMBEDK ARVADI LEKHAK SANGH
4	“CORPORA TE GOVERNA NCE: A CRITICAL STUDY”	PAPER PRESENT ER	SEMINAR	U.G.C. SPONSORED NATIONAL SEMINAR AT D.C.A.C.	NATIONA L	25-03-2011	U.G.C.
5	“PRATHAM SIKSIKA SAVITRI BAI PHULE AUR UNKA SAMAJIK YOGDAN”	RESOURS E PERSON	WEBINAR	D.C.A.C	NATIONA L	08-01-2022	D.C.A.C.
6	“WASTE DECORATI ON WITH	RESOURC E PERSON IN	WEBINAR	KALINDI COLLEGE	KALINDI COLLEGE	10-10-2020	KALINDI COLLEGE

	CLAY”	WEBINAR					
7	“WOMEN HARASSMENT AT WORKPLACE- IMPACT OF INAPPROPRIATE BEHAVIOUR AND GOVERNMENT REGULATIONS”	PAPER PRESENTED	SEMINAR	UGC SPONSORED NATIONAL SEMINAR AT D.C.A.C.	NATIONAL	18-03-2009	D.C.A.C
8	“FINANCIAL MARKET AND INNOVATION IN FINANCIAL COMMODITIES”	PAPER PRESENTER	SEMINAR	NATIONAL SEMINAR ON EMERGING TRENDS IN BANKING AND FINANCIAL SECTOR IN INDIA	NATIONAL	22-02-2009	LUCKNOW UNIVERSITY
9	“IMPACT OF COVID-19 PANDEMIC ON SMALL SCALE INDUSTRIES (SSI)”	PAPER PRESENTER	INTERNATIONAL CONFERENCE	XXIV ANNUAL INTERNATIONAL SEMINAR ON INSTITUTIONS, GOVERNANCE AND JUSTICE TOPIC	INTERNATIONAL	05-06-2022	DELHI SCHOOL OF PROFESSIONAL STUDIES AND RESEARCH (DSPSR), ICA DELHI-NCR CHAPTER .
10	ROLE OF ADOPTION OF ARTIFICIAL INTELLIGENCE(AI) IN EDUCATION	PAPER PRESENTED	CONFERENCE	THREE DAYS INTERNATIONAL CONFERENCE ON SUSTAINABLE ENTREPRENEURSHIP – BUILDING A BETTER INDIA :	INTERNATIONAL	06-10-2023	NATIONAL P.G. COLLEGE LUCKNOW

				VISION 2050			
11	"PARTICIPATION OF INDIVIDUAL AND GOVERNMENT FOR SUSTAINABLE DEVELOPMENT OF ENVIRONMENT"	PAPER PRESENTED	CONFERENCE	ONE DAY MULTIDISCIPLINARY INTERNATIONAL E-CONFERENCE ON CHANGING PERSPECTIVE OF EDUCATION	INTERNATIONAL	04-09-2021	

### **OTHER DETAILS :**

#### **FACULTY DEVELOPMENT PROGRAMMES ATTENDED**

S.No	Details	Place	Period		Sponsoring Agency
			From	To	
1.	TWO WEEKS (10 DAYS) FACULTY DEVELOPMENT PROGRAMME ON "TEACHING AND LEARNING IN DIGITAL ERA"	SHAHEED BHAGAT SINGH COLLEGE	15 <sup>TH</sup> DEC., 2018	27 <sup>TH</sup> DEC., 2018	MINISTRY OF HUMAN RESOURCE DEVELOPMENT, GOVERNMENT OF INDIA
2.	5 DAYS FACULTY DEVELOPMENT PROGRAMME ON "ENTREPRENEURSHIP"	KIRORIMAL COLLEGE	25 <sup>TH</sup> JUNE, 2019	29 <sup>TH</sup> JUNE, 2019	NIESBUD
3.	FACULTY DEVELOPMENT PROGRAM ON "MOOCs AND e-CONTENT DEVELOPMENT"	DEEN DAYAL UPADHYAY A COLLEGE	13 <sup>TH</sup> JULY 2019	17 <sup>TH</sup> JULY 019	MHRD AND CONSORTIUM FPR EDUCATIONAL COMMUNICATION (CEC)

4.	ONLINE FDP ON “ROAD-RESPONSE EFFECTIVENESS, ORGANISING SELF, ATTITUDINAL SHIFT, DECISION MAKING”	ONLINE AICTE TRAINING AND LERNING (ATAL) ACADEMY	07-09- 2020	11- 09- 2020	AICTE
5.	ONLINE FDP ON “ORGANISATIONAL BEHAVIOUR”	ONLINE AICTE TRAINING AND LERNING (ATAL) ACADEMY	14-09- 2020	18- 09- 2020	AICTE
6.	5 DAYS ONLINE TEACHING LEARNING TRAINING THROUGH MOODLE	ONLINE THROUGH GOOGLE MEET	12-07- 2020	16- 07- 2020	D.C.A.C.
7.	TWO WEEK REFRESHER COURSE ON DATA NALYSIS WITH STATISTICAL METHOD	ONLINE	21-12- 2020	03- 01- 2021	MHRD
8.	FDP ON “EDUCATIONAL LEADERSHIPAND GENDER”	ONLINE THROUGH GOOGLE MEET	08-02- 2021	13- 02- 2021	UGC-HRDC CENTRE, SAVITRIBAI PHULE PUNE UNIVERSITY
9.	ONE WEEK FDP ON “DATA ANALYTICS AND MODEL BUILDING”	D.C.A.C.	25-07- 2022	31- 07- 2022	D.C.A.C. UNIVERSITY OF DELHI
10	TWO DAYS ONLINE WORKSHOP ON “THE NEW AGE CONSUMERS- RIGHTS AND PROTECTION”	ONLINE	17-02- 2023	18- 02- 2023	HANSRAJ COLLEGE, UNIVERSITY OF DELHI
11.	NEP 2020 ORIENTATION AND SENSITIZATION PROGRAMME PROGRAMME CODE: MMC-138-2024-MAY-B-	ONLINE	20-05- 2024	30- 05- 2024	MINISTRY OF HUMAN RESOURCE DEVELOPMENT, GOVERNMENT OF INDIA AND



	01601					MMTTP CENTRE, SRCC
<b><u>ORGANISING MEMBERS IN VARIOUS SEMINARS/ CONFERENCES/UNIVERSITY ACTIVITIES</u></b>						
S. N o.	Year	Details	Place	Period		Sponsorin g/Organisi ng Agency
				From	To	
1	2008	MEMBER OF ORGANIZING COMMITTEE OF UGC SPONSORED NATIONAL SEMINAR "GLOBALISATION AND MULTICULTURALISM: CONTEMPORARY TRENDS IN LANGUAGE, LITERATURE ND THE MEDIA"	D.C.A.C.	12-03-2008	14-03-2008	U.G.C.
2	2014	MEMBER OF ORGANIZING COMMITTEE OF THE UGC SPONSORED NATIONAL SEMINAR ON "WHITHER INDIAN DEMOCRACY AND STATE: TOWARDS GENERAL ELECTION 2014"	D.C.A.C.	15-04-2014	17-04-2014	ICSSR
3.	2016	MEMBER OF ORGANIZING COMMITTEE OF THE UGC SPONSORED NATIONAL SEMINAR HASHIYE KA MUKHYA DHARA SE ANTAR-SAMBANDH,	DCAC	15-03-2016	16-03-2016	UGC
4.	2021	ORGANISING MEMBER OF WEBINAR ON GOOGLE MEET TOPIC "THE NEED AND RELEVANCE OF DR. AMBEDKAR'S EDUCATIONAL PHILOSOPHY IN THE 21 <sup>ST</sup> CENTURY"	D.C.A.C.	13-04-2021	-	D.C.A.C.
5.	2022	PROGRAM COORDINATOR OF 5 DAYS PROGRAMME ON "SOCIAL JUSTICE WEEK"	D.C.A.C.	11-04-2022	19-04-2022	D.C.A.C.

6.	2022	ORGANISING MEMBER OF ONE WEEK FDP ON "DATA ANALYTICS AND MODEL BUILDING"	D.C.A.C.	25-07-2022	31-07-2022	D.C.A.C. UNIVERSITY OF DELHI
Conference Organization/ Presentations (in the last three years)						
<b><u>INVITED LECTURES, RESOURCE PERSON, PAPER PRESENTATION IN SEMINARS AND CONFERENCES AND FULL PAPER IN CONFERENCE PROCEEDINGS</u></b>						
ROLE OF ADOPTION OF ARTIFICIAL INTELLIGENCE(AI) IN EDUCATION	PAPER PRESENTED	CONFERENCE	THREE DAYS INTERNATIONAL CONFERENCE ON SUSTAINABLE ENTREPRENEURSHIP – BUILDING A BETTER INDIA : VISION 2050	INTERNATIONAL	06-10-2023	NATIONAL P.G. COLLEGE LUCKNOW
"IMPACT OF COVID-19 PANDEMIC ON SMALL SCALE INDUSTRIES (SSI)"	PAPER PRESENTER	INTERNATIONAL CONFERENCE	XXIV ANNUAL INTERNATIONAL SEMINAR ON INSTITUTIONS, GOVERNANCE AND JUSTICE TOPIC	INTERNATIONAL	05-06-2022	DELHI SCHOOL OF PROFESSIONAL STUDIES AND RESEARCH (DPSR), ICA DELHI-NCR CHAPTER.
"PRATHAM SIKSIKA SAVITRI BAI PHULE AUR UNKA SAMAJIK YOGDAN"	RESOURCE PERSON	WEBINAR	D.C.A.C	NATIONAL	08-01-2022	D.C.A.C.

**ORGANISING MEMBERS IN VARIOUS SEMINARS/ CONFERENCES/UNIVERSITY  
ACTIVITIES.**

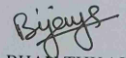
2022	PROGRAM COORDINATOR OF 5 DAYS PROGRAMME ON "SOCIAL JUSTICE WEEK"	D.C.A.C.	11-04-2022	19-04-2022	D.C.A.C.
2022	ORGANISING MEMBER OF ONE WEEK FDP ON "DATA ANALYTICS AND MODEL BUILDING"	D.C.A.C.	25-07-2022	31-07-2022	D.C.A.C. UNIVERSITY OF DELHI

**Association With Professional Bodies**

- ❖ LIFE MEMBER OF THE INDIAN ACCOUNTING ASSOCIATION, DELHI CHAPTER.
- ❖ LIFE MEMBER OF THE ALL INDIA COMMERCE ASSOCIATION, DELHI CHAPTER.

**Other Activities**

1. MEMBER OF JURY IN 5<sup>TH</sup> GLOBAL LEADERSHIP RESEARCH CONFERENCE 2020 ON THE THEME "DIGITAL TRANSFORMATION AND DISRUPTIVE INNOVATION: DRIVERS FOR FUTURE BUSINESS GROWTH" HELD AT AMITY BUSINESS SCHOOL, NOIDA DATED 25<sup>TH</sup> - 27<sup>TH</sup> FEB., 2020.
2. ORGANISING MEMBER OF WEBINAR CONDUCTED ON 8<sup>TH</sup> MARCH, 2020 ON GOOGLE MEET TOPIC "CRIME AGAINST WOMEN IN PROFESSIONAL AND PERSONAL SPACE: THE AWARENESS AND BEHAVIOURAL PROPENSITY"
3. ORGANISING MEMBER OF WEBINAR TOPIC CRIME AGAINST WOMEN IN PROFESSIONAL AND PERSONAL SPACES: THE AWARENESS AND BEHAVIOURAL PROPENSITY DATED 8<sup>TH</sup> MARCH, 2021 AT D.C.A.C.
4. PARTICIPATED IN ONE DAY WEBINAR CONDUCTED ON "NEP2020 AND COMMERCE EDUCATION" ORGANISED BY INDIAN COMMERCE ASSOCIATION DELHI-NCR CHAPTER ON 7<sup>TH</sup> SEPT. 2021.

  
(DR. BIJAY THKAUR)

Signature of Faculty Member