




Faculty Details Proforma

Title	Mrs	First Name	LALITA	Last Name	KUMARI	Photograph
Designation		Assistant Professor				
Address		40/18, Gautam Nagar, Manohar Kunj, New Delhi – 110049				
Phone No	Office	011 2410 9821				
	Residence	011-35634025				
	Mobile	9958476046				
Email		lalita.kumari@dcac.du.ac.in				
Web-Page						
Educational Qualifications						
Degree		Institution			Year	
NET		UGC			2013 & 2014	
M.Com		IGNOU			2010	
B. Com(H)		Gargi College, University of Delhi			2006	
PDHRD		AIMA			2009	
Career Profile						
Organization / Institution		Designation	Duration		Experience	
Delhi College of arts & Commerce – University of Delhi		Assistant Professor	04-08-2014 Present		10 years 1 month	
Administrative Assignments						
1.	Mentor Mentee Cell -Convenor (2023 onwards)					
2.	Central Admission Committee-Member (2023 onwards)					
3.	NIRF Committee-Member (2020 onwards)					
4.	NAAC Committee-Member					
5.	Phule-Ambedkar Study Circle-Member (2024 onwards)					
6.	Students Grievance Committee for Reserved Category Students-Member (2021-22)					
7.	Students Helpdesk Committee-Member (2021-22)					
8.	Mental Health Committee-Member (2021 Onwards)					
9.	Garden Committee-Member (2021-22)					
10.	Purchase Committee-Member (2022-2023 June)					
11.	Fee Concession/Students' Aid Fund Committee-Member (2023 onwards)					
12.	Hygiene and Wellness Committee-Member (2023 onwards)					

Areas of Interest / Specialization				
<ul style="list-style-type: none"> Marketing, Consumer Affairs 				
Subjects Taught				
<ul style="list-style-type: none"> Management Application and Principles Principles of Marketing Advertising and Personal Selling Cyber Crimes and Laws Investing in Stock Markets I.R & labour Laws Personal Selling OB Cyber Crimes and Laws HRM Entrepreneurship & New Venture Planning Industrial Relations Digital Marketing Business Economics Consumer Relations and Customer Care 				
Time table of the subjects taught during the current semester				
S.No.	Subject	Days	Time	Classroom
1	Business Economics	Monday	9:30-11:30	65 & 67
2	Business Economics	Tuesday	9:30-11:30	65
3	Business Economics & Advertising	Wednesday	8:30-11:30	66,38 & 65
4	Business Economics	Thursday	9:30-11:30	67 & 66
5	Business Economics	Friday	9:30-11:30	66 & 67
Publications Profile				
	Paper(s) Published:			
1.	Women's Role in Society's Peace Building	IJRTI	2022	2456-3315 (Single Author)

2.	Who Is Responsible for Consumer Exploitation-An Unaware Consumer or A Smart Marketer?	International Research Journal of Management Sociology & Humanities	2020	2277 – 9809 (Single Author)
3.	A Review of Different Unethical Advertisements Under The Guiding Principle Of ASCI Decisions	International Journal of Research in Management, Economics and Commerce	2017	2250-057X
4.	Training Need Analysis (TNA)-A Conceptual Study	International Journal of Research in Management, Economics and Commerce	2017	2250-057x

Book(s) Publication:

S. No.	Title of Books	Publisher	Year	ISBN
1.	Consumer Relations and Customer Care'	Alankar Publishing House (National)	2018	978-81-934139-9-9
2.	Consumers Affairs and Customer Care	Alankar Publishing House (National)	2019	978-93-868173-2-7

Conference Organization/ Presentations (in the last three years)

Paper Presented in one-day International Conference on India as a Global Leader in Peace Building. Topic "The Need for Inclusive Role of Women in Peacebuilding": An Exploratory Study" Organized by Aditi Mahavidyalaya (University of Delhi) in collaboration with Media Adhyayan Kendra (New Delhi) sponsored by ICSSR on June 27th June 2022.

Association With Professional Bodies

Member of All India Management Association

Other Activities

Organized seminars/ conferences/workshops

Topic	Seminar/Conference (National / International)	Name of the Sponsoring Agency	Place and Date
1. One Week Faculty Development Programme on "Data Analytics and Model Building"	National	Department of Commerce, Delhi College of Arts & Commerce, University of Delhi	Delhi 25-31 July, 2022

		(Under the Aegis of IQAC & Department of Commerce, Delhi School of Economics, University of Delhi in Collaboration with Business Research Plasma	
2. Health Awareness Session on Fatty Liver	National	Mental Health Committee, under the aegis of IQAC Delhi College of Arts and Commerce in collaboration with the Institute of Liver and Biliary Sciences	Delhi 29-03-2023
3. Webinar on the topic "Relevance of Consumer Protection Act, 2019 on Contemporary Issues of Consumers "	National	In Collaboration with Vangati – The Commerce Association and IQAC of Delhi College of Arts and Commerce,	Online 15-03-2021
4. Arthachakra: So you think you know trade'	National	Delhi College of Arts & Commerce- University of Delhi	Delhi 30-09-2016

Orientation/ Refresher / Faculty Development Programme (FDP) / Workshops/Seminar attended:				
S. No.	Topic	Type	Name of the Sponsoring Agency	Place and Date
1.	NEP 2020 Orientation & Sensitization Programme	Orientation	Malviya Mission Teacher Training Centre, Shri Ram College of Commerce (MMTTC, SRCC), Ministry of Education, Government of India	Delhi/Online 05-14 August, 2024
2.	One week FDP "Advanced Pedagogical Techniques"	FDP	Teaching Learning Centre Ramanujan College, University of Delhi under the aegis of MINISTRY OF EDUCATION PANDIT MADAN MOHAN MALAVIYA NATIONAL MISSION ON TEACHERS AND TEACHING	Delhi 2024
3.	Two Week online Refresher Course on "Commerce and	Refresher	Teaching Learning Centre, Ramanujan College University of Delhi under the aegis of MINISTRY OF EDUCATION	Delhi/ Online 2024

	Management”		PANDIT MADAN MOHAN MALAVIYA NATIONAL MISSION ON TEACHERS AND TEACHING and Indian Accounting Association, NCR Chapter.	
4.	AI IN EDUCATION	FDP	Teaching learning Centre, Ramanujan College , University of Delhi, under the Ministry of Education sponsored Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) scheme.	Delhi/Online 22-28 February 2023
5.	One-week Faculty Development Programme on "TEACHING LEARNING METHODS	FDP	Teaching learning Centre, Ramanujan College, University of Delhi, under the Ministry of Education sponsored Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) scheme.	Delhi/Online 08-14 February 2023
6.	Online One-month Faculty Induction Programme	FIP	Teaching learning Centre, Ramanujan College, University of Delhi, under the Ministry of Education sponsored Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) scheme.	Delhi/Online 21 Dec-19 Jan 2023
7.	One Week Faculty Development Programme on "NEP 2020: New Trends in Higher Education	FDP	TLC Ramanujan College under the Ministry of Education sponsored Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) scheme	Delhi/Online 29 Aug -04 Sept 2022
8.	One Week Faculty Development Programme on "Data Analytics and Model Building”	FDP	Department of Commerce, Delhi College of Arts & Commerce, University of Delhi (Under the Aegis of IQAC & Department of Commerce, Delhi School of Economics, University of Delhi in Collaboration with Business Research Plasma	Delhi 25-31 July 2022
9.	Interdisciplinary Refresher Course on "Advanced Research Methodology”	Refresher	Ministry of Education sponsored Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) scheme organized by TLC Ramanujan College	Delhi/ Online 22 April-6 May 2022
10.	Two-week online Faculty Development Programme on “From Research to Publications”	FDP	Mahatma Hansraj Faculty Development Centre, Hansraj College	Delhi/Online 05-17 April 2021
11.	Faculty Development Programme on Basic Research Methodology	FDP	Guru Angad Dev Teaching Learning Centre of Ministry of Human Resource Development, SGBT Khalsa College University Of Delhi	Delhi 01-06 June, 2019

12	National Faculty Development Programme on “Goods and Services Tax (GST)”.	FDP	Teaching Learning Centre of Ministry of Human Resource Development, Ramanujan College with Indian Accounting Association	S.P. Jain Memorial Centre, South Campus, University of Delhi, Delhi 27-October 2017
13	Two Day National Seminar on International Financial System: Challenges and Implications for India	Seminar	Department of Commerce Shaheed Bhagat Singh Evening College	Delhi 01-02 March 2017
14	National Workshop on Changing Paradigm of Pedagogy	Workshop	Delhi College of Arts & Commerce. Department of Commerce	Delhi 29 March 2016
15	Global Trade In Services: A WTO Perspective	Workshop	UGC	New Delhi March 30-31,2016
16	Capacity – Building Workshop	Workshop	Institute of Lifelong Learning University Of Delhi	Delhi 29 Dec 2016

Webinar attended:

S. No.	Topic	Webinar	Name of the Sponsoring Agency	Place and Date
1.	International webinar on “International Technologies of Artificial Intelligence in Digital Marketing”	Webinar	Research Affairs Committee of Rajdhani College, University of Delhi	Delhi/ Online 2023
2.	National Level Webinar on Investor Awareness Program	Webinar	Delhi College of Arts & Commerce in association with Ambition Learning Solutions	Delhi/ Online 21-03-2022
3.	Fair Digital Finance Forum	Webinar	Consumers International	Online 14-15 March 2022
4.	Launch of the Global Consumer Protection & Empowerment Index	Webinar	Consumers International	Online 14 March 2022

5.	"Discover Emerald journals for your academic excellence and research"	Webinar	Delhi University Library system	Delhi/ Online 18-01-2022
6.	"Accelerate your Research Using Elsevier's Scopus"	Webinar	Delhi University Library System in Collaboration with Elsevier Science	Online 11-02-2022
7.	National webinar series on, The consumer protection act 2019, Rule & regulations	Webinar	Chair on Consumer Law and Practice, National Law School of India, University, Bangalore	Online 21-26 August 2020
8.	Webinar Series (Professional) on Transforming Teaching Learning Process using ICT tools	Webinar	IQAC, PGDAV College	28-30 August 2020
9.	Webinar entitled "Webinar: Creative Utilization of Lockdown Time"	Webinar	Internal Quality Assurance Cell DCAC	12 May 2020
10	Webinar entitled "The Way to Total Well Being"	Webinar	Internal Quality Assurance Cell DCAC	05 May 2020

Question Paper Setter:

S.No	Paper	Course/ Semester	Month/year	Convenor/Member
1.	BUSINESS ORGANISATION FOR ENTREPRENEURS	B.A.(P)	2023	Member
2.	Advertising	B. A. (P.) Sem-III	2023	Member

Lalita Kumari

Signature of Faculty Member