

## Objective

As a teacher in an educational organization, I would like to render my knowledge, experience, and expertise in all aspects, from properly molding students with basic concepts of subjects to teaching them the value and principles of life.

## Education Qualification

- Pursuing **Ph.D.** from the Department of Commerce, Delhi School of Economics, University of Delhi (2018- Present).
- Scored I Division in **M.Phil** from IGNOU(2014 - 2018).
- Scored II Division in **M. Com** from SOL, University of Delhi (2008-2010).
- Scored I Division in **B.com(H)** from Sri Guru Gobind Singh College of Commerce, University of Delhi (2005-2008).

## Professional Experience

- Assistant Professor – **Permanent** (18 November 2022) at Delhi College of Arts and Commerce, University of Delhi
- Assistant Professor – Adhoc (02 January 2014 – 16 November 2022) at Vivekananda College, University of Delhi
- Assistant Professor – Guest (September 2013 – November 2013) at Ram Lal Anand College, University of Delhi
- Assistant Professor – Adhoc (08 August 2011 – 05 August 2013) at Sri Aurobindo College, University of Delhi

## Awards & Achievements

- Best Paper Award in the **all technical session** at the 6<sup>th</sup> International Conference on “Disruptive Innovation and Digital Transformation in Business Management” organized by Zakir Hussain College, University of Delhi in association with GL Bajaj Institute of Management and Research, 5-6 May 2022.
- Best Paper Award in the **technical session of OB/HR** at the 6<sup>th</sup> International Conference on “Disruptive Innovation and Digital Transformation in Business Management”, organized by Zakir Hussain College, University of Delhi in association with GL Bajaj Institute of Management and Research, 5-6 May 2022.
- Awarded Eligibility of Lectureship (NET) by University Grant Commission (UGC), Delhi in June 2011.

## Research Publications

- Laxmi, & Verma, R. (2022). A Study on Green Product Purchase Intention among Consumers in Delhi-NCR. *Journal of Management & Entrepreneurship*, 16(2), 1-13.

- Verma, R., Laxmi, & Zareen, S. (2021). An Analytical Study on the Awareness Level and Perception of LinkedIn Users in Delhi-NCR. *International Management Review*, 17(2), 120-129.
- Laxmi. (2021). An Analysis of Customer Churn and Customer Retention Strategies of Telecommunication Industry. *Wesleyan Journal of Research*, 13(69), 61-83.
- Laxmi. (2021). Factors Influencing Selection of Mobile Service Provider and Customer Satisfaction in Telecom Industry in India. *Vidyabharati International Interdisciplinary Research Journal*, 133-145.
- Mehar, L. (2014). Financial Inclusion in India. *Innovative Journal of Business and Management*, 42-46.
- Mehar, L. (2014). Green Banking in India. *International Journal of Applied Research and Studies*, 3(7).

### **Paper Presentations**

- Presented a paper titled “Emoji- Awareness and Effectiveness” at the 6<sup>th</sup> Annual International Commerce Conference on “Digital Outreach & Future of Marketing Practices”, Department of Commerce, University of Delhi, 11-12 January 2018.
- Presented a Research Article entitled “An Analytical Study on Awareness Level and Perception of LinkedIn Users in Delhi-NCR” at the 72<sup>nd</sup> All India Commerce of the Indian Commerce Association and International Seminar, 22-24 December 2019.
- Presented a Research Paper titled “A study on Green Product Purchase Intention among Consumers in Delhi-NCR” at the 6<sup>th</sup> International Conference on “Disruptive Innovation and Digital Transformation in Business Management”, Zakir Husain College, University of Delhi in association with GL Bajaj Institute of Management and Research, 5-6 May 2022.
- Presented a Research Paper titled “A study of factors affecting Front-Line Employees' Job Satisfaction in Online App-based Service Industry” at the 6<sup>th</sup> International Conference on “Disruptive Innovation and Digital Transformation in Business Management”, Zakir Husain College, University of Delhi in association with GL Bajaj Institute of Management and Research, 5-6 May 2022.
- Presented a Research Paper titled “A research study on Customer Adoption of Technology and Customer Loyalty Towards Online App based Home Service Industry at the 3<sup>rd</sup> International Conference on Digital Transformation and Digital Entrepreneurship: Strategies for Revival of Global Economy Post Covid-19”, School of Management, ITM University Gwalior, 14-15 May 2022.

### **Membership**

Life membership of the Indian Commerce Association

## **Technical Skills**

### **Tools and Software**

Statistical Package – SPSS, AMOS

Microsoft Office Suite (MS Word, MS Excel, MS PowerPoint, MS Access)

Programming Languages - HTML, DBMS, MIS

**Subjects Specialization** – Business Statistics, Business Mathematics, Computer Applications in Business, Cost Accounting, Tally

### **Orientation Programme**

- Successfully completed a 4-Week Faculty Induction/Orientation Program for “Faculty in Universities/Colleges/Institutes of Higher Education” organized by the Teaching Learning Centre, Ramanujan College, University of Delhi under the aegis of Ministry of Education, PMMMNMTT, 21 December 2022 – 19 January 2023.

### **Refresher Course**

- Successfully completed Online Two-Week Refresher Course in “Commerce and Management” organized by the Teaching Learning Centre & Department of Management Studies, Ramanujan College, University of Delhi under the aegis of Ministry of Education, PMMMNMTT, 1 December 2022 – 14 December 2022
- Successfully completed Online Two-Week Interdisciplinary Refresher Course in “Advanced Research Methodology” organized by the Teaching Learning Centre & Department of Management Studies, Ramanujan College, University of Delhi under the aegis of Ministry of Education, PMMMNMTT, 21 July 2023 – 4 August 2023

### **Faculty Development Program**

- Attended Faculty Development Program on “Computerized Accounting System using Tally.ERP9”, Deen Dayal Upadhyaya College, University of Delhi, 7 August 2015.
- Participated in One-Day Faculty Development Programme on “Computerised Accounting System with GST” organized by Deen Dayal Upadhyaya College in collaboration with Indian Accounting Association, Delhi Chapter, 5 October 2017.
- Participated in One-Day Faculty Development Programme on “Practical Labs in Financial Management” organized by Dayal Upadhyaya College in collaboration with Indian Accounting Association, Delhi Chapter, 6 October 2017.
- Participated in One-Day Faculty Development Programme on “GST and Custom Law” organized by Vivekananda College, 13 January 2018.
- Participated in Faculty Development Programme on “Case Methods- Learning, Writing, and Teaching” organized by Raj Kumar Goel Institute of Technology, Ghaziabad, 17 January 2018.

- Participated in One Week Faculty Development Programme on “Data Analysis using SEM and Panel Data” organized by Maharaja Agrasen Institute of Management Studies, 11-17 June 2018.
- Participated in Five Days FDP on “Selection of Appropriate Research Methods & Data Analytics using ‘R’ organized by New Delhi Institute of Management (NDIM), 17-21 July 2018.
- Participated in Faculty Development Programme on “Teaching Methodology on Case Based Learning” organized by Zakir Husain Delhi College(E), University of Delhi, 15 September 2018.
- Participated in Faculty Development Programme on “Research Techniques for Analyzing Qualitative Data” organized by Sri Guru Gobind Singh College of Commerce, University of Delhi, 16 March 2019.
- Participated in 7 Days Online Faculty Development Programme on “Contemporary Research in Social Sciences” organized by Amity University, 30 May - 5 June 2020.
- Participated in 14 Days National Faculty Development Programme on “Data Analysis for Research in Social Sciences” organized by the Teaching Learning Centre of Ramanujan College and Indian Accounting Association, Delhi Chapter, 17-30 June 2020.

### **Workshop/Conferences/Symposium**

- Attended National Conference on “Mergers and Acquisitions - Issues, Opportunities, and Challenges”, Shaheed Bhagat Singh College, University of Delhi, 20-21 January 2012.
- Attended Workshop on “Analytical Techniques for Research in Social Science”, Delhi School of Professional Studies and Research, 22-28 May 2012.
- Attended Conference on “Ethics and Values in Indian Society”, Jaipuria Institute of Management Studies, Ghaziabad, 15 February 2014.
- Attended Capacity-Building Workshop on E-content creation in Commerce, Institute of Lifelong Learning, University of Delhi, 3 February 2016.
- Attended Accounting Symposium on International Finance Reporting Standards organized by Shri Ram College of Commerce and Indian Accounting Association, Delhi Chapter, 5-6 May 2016.
- Attended Faculty Empowerment Workshop for Commerce Teachers for teaching in the new CBCS course “Computer Application in Business”, organized by Guru Angad Dev Teaching Learning Centre, MHRD, SGTB Khalsa College in collaboration with Indian Accounting Association, Delhi Chapter, 21 January 2017.
- Attended Faculty Empowerment Workshop for Commerce Teachers for teaching in the new CBCS course “Computer Application in Business Mathematics”, organized by Guru Angad Dev Teaching Learning Centre, MHRD, SGTB Khalsa College in collaboration with Indian Accounting Association, Delhi Chapter, 4 February 2017.
- Attended Faculty Empowerment Workshop entitled “WGBI: National Workshop on Basic ICT Skills for Educators (E-Content Development and Assessment Tools”,

organized by Guru Angad Dev Teaching Learning Centre of MHRD, SGTB Khalsa College, University of Delhi, 15-16 March 2017.

- Participated in One-Day Workshop on “Unfolding Goods and Service Tax” organized by Faculty of Management Studies, University of Delhi, 9 September 2017.
- Participated in One- Day Workshop on “How, What, and Where to Publish Research Articles?” organized by the Centre for Professional Development in Higher Education (CPDHE), University of Delhi, 5 June 2018.
- Participated in National Workshop on “Academic Writing and Anti-Plagiarism” organized by the Department of Education, University of Delhi, 15 March 2019.
- Participated in National Workshop on “Advanced Excel for Teaching and Research: Data Management and Data Analysis” organized by Guru Angad Dev Teaching Learning Centre of MHRD, SGTB Khalsa College, University of Delhi, 23 March 2019.
- Participated in the International Symposium on “Emerging Business Models. The New Normal phenomenon” organized by the Department of Commerce, Dyal Singh College, University of Delhi, 6 September 2021.
- Successfully Completed 30 hours of Online Workshop on “Structural Equation Modelling using AMOS and Process Macro” organized by Research Shiksha, India, 3 February- 22 February 2022.

### **Webinar**

- Participated in International Webinar on “Business Education and Research in Digital Era” organized by Indian Accounting Association in collaboration with Utkal University, Bhubaneswar, 2 August 2020.
- Participated in the “NEP 2020 and Commerce Education” webinar organized by Indian Commerce Association, Delhi-NCR Chapter, 7 September 2021.
- Participated in the webinar on “How to be Taxed Less: Understanding E-Filing Process of Income Tax Return” organized by Hansraj College, University of Delhi, 18 September 2021.
- Participated in a Virtual Webinar on “Industry 4. O” organized by the Department of Commerce, Vivekananda College, 16 October 2021.
- Participated in National Webinar on How to Catch Fake/ Clone/ Predatory Journals in Academics” organized by the Research Affair Committee, Rajdhani College, University of Delhi, 27 August 2022.

### **Certificate of Appreciation/ Event Organized**

- Worked as a member of the Organizing Committee of One Day National Seminar “Food and Culture of North East Solutions to Sustainable Development”, Vivekananda College, 22 August 2019.
- Organized an Online Session on IPR & Patent/Designs jointly with RGNIPM, Vivekananda College, 16 September 2022.

- Organized an “Add-On Course on Legal Awareness” at Vivekananda College in collaboration with Dr. Bhim Rao Ambedkar College under the aegis of District Legal Service Authority, Shahdara, 12 October 2021-23 November 2021.

### **Community Services**

- Actively associated with Eco-Club and was a disciplined leader at the School level.
- Participated actively in Social Services Programs like Pulse-Polio Abhiyaan, Collecting funds for Helpage India, Saksharta Abhiyaan & Rallies at School level.

### **Personal Details**

Language Known: English, Hindi

Date of Birth: 29 December 1987

### **Postal Address**

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