




## Faculty Details proforma

Title	DR.	First Name	<b>REETA</b>	Last Name		
Designation		Assistant Professor				
Address		B-5/118, Paschim Vihar, New Delhi- 110063				
Phone No	Office	011- 232334420				
	Residence					
	Mobile	09910218348				
Email	inforeeta@yahoo.com					
Web-Page						
Educational Qualifications						
Degree	Institution				Year	
B.Com	Panjab University				1993	
M.Com	Panjab University				1995	
M.Phil	Kurukshetra University				1999	
P.hd	Punjabi University				2013	
B.Ed	Kurukshetra University				1996	
Career Profile						
<ul style="list-style-type: none"><li>• Worked as Temporary Lecturer with various colleges in Punjab from 07/08/1996 to 31/03/2006</li><li>• Permanent with Zakir Husain College (University of Delhi) 29/07/2006 till date</li><li>• Present Designation: Assistant Professor in Senior Scale, Department of Commerce, Zakir Husain Delhi College</li></ul>						
Administrative Assignments						
Former president of Commerce Society, Department of Commerce, ZHDC (2years), Editor of Commerce Magazine WorldCom, Member of Girls Association, Member of Career Counseling						

And Placement Cell, Member of Convocation Committee, Worked as Member of Antardhawani for two years, Member of admission committee, Worked as Treasurer for Staff Association for two years, As a active member of commerce society, involved in organizing all departmental extracurricular activities like debates, comfest, seminars etc. Travelled Gyanodaya Express V as a Co-Group Incharge to northeastern states for an experimental learning project from 18th to 29th December, 2014, Liaison Officer, Convener of Reservation Cell of College, Appointed as Observer for adhoc appointments for SC/ ST's, Member of the editorial board of full conference proceeding of national seminar organized by Department of Commerce, Sohgra College, Biharsharif on 29-30 Nov 2014.

#### Areas of Interest / Specialization

Accounting and Finance

#### Subjects Taught

Marketing, Cost Accounting, Entrepreneurship and Small Business, Business Laws, Participative Management

#### Research Guidance

Project Guidance to B.Com (H) Final year students as a part of Delhi University Curriculum.

#### Publications Profile

##### **Books**

1. Dictionary of Commerce published in 2004 (Karan Publications, Jalandhar, Pb.)

##### **Papers Published**

1. Means of Transport (YATAYATA) in Ancient India in Vishveshvaranand Indological Journal Sadhu Ashram, Panjab University, Vol. XXXIX-XL, pp.224-230, ISSN No. 0507-1410, 2001-02.
2. Accounting for Human Assets: Some Issues in Journal of Business Studies, Shaheed Bhagat Singh College, University of Delhi, Vol. II, pp. 72-76, ISSN No. 0975-0150, 2009.
3. HRA: Problems in Application, Journal of Commerce and Information Technology Pub-

National Institute of Computers and Management Jaipur, Vol. 11, pp. 33-38, ISSN No. 0972-9550 July-Dec 2011.

4. HRA as an Aid to Human Resources Management in Journal of Business Studies Shaheed Bhagat Singh College, University of Delhi, Vol. IV, pp. 149-154 ISSN No. 0975-0150, 2011
5. Franchise Mart-The Source of Indian Entrepreneur in Journal of Education and Vocational Research (International) , Vol. 2, No.1, pp. 4-9 ISSN No. 2221-2590 , July 2011
6. HRA System in Selected Indian Companies in Journal of Social and Developmental Sciences, Vol.3, No.2, pp. 69-76, ISSN No. 2221-1152 , Feb. 2012.
7. Managerial Uses of HRA-A Survey, International Journal of Research in Commerce and Management, Vol.3, Issue No.9, pp.77-79, ISSN NO. 0976-2183, Sept. 2012.
8. Management of Floating Capital in Banking Sector: A case Study of Public and Private Sector Banks in India, IJRCM, Vol.4, Issue No.6, pp.61-64, ISSN NO. 0976-2183, 2013
9. Social Responsibility and Ethics in Marketing Published in Assimilation A DAV International Journal of Social Sciences, Vol.1, Issue.1, pp. 108-116, ISSN No. 2394-2452, 2014.
10. Human Resource Accounting Practices in Public Sector Companies in India published in International Journal of Trends in Human Resource Management, Vol.4, Issue1, pp. 16-26, ISSN No. 0976-9706, 2015.
11. Problems in Adoption and Application of HRA: A Survey published in International Journal of Management Research, Vol.3, Issue5, pp.46-50, ISSN NO. 2321-1709, May 2015.
12. HRA Practices in Satyam Computers Services Limited published in International Journal Human Resources and Social Sciences, Vol.2, Issue5, pp. 5-10, ISSN No. 2394-4218,

May 2015.

13. Women Entrepreneurship in India published in Inspira Journal of Commerce, Economics and Computer Science, Vol.1, No2, pp. 39-44, ISSN NO.2395-7069, April-June 2015.
14. Human Resources as Assets: an Overview published in International Journal of Innovative Research and Development, Vol.4, Issue5, pp.238-240, ISSN No. 2278-0211, May2015.
15. Micro Small and Medium Enterprises: Government Policies and Regulatory Framework published in Journal of Modern Management and Entrepreneurship, Vol.5, No.3, 177-185, ISSN NO. 2231-167X, July 2015.
16. Human Resource Accounting Practices in Private Sector Companies in India (with special reference to Rolta India) published in Inspira, Journal of Modern Management and Entrepreneurship Jaipur, Vol.5, No.2, pp. 210-218, ISSN NO. 2231-167X, April 2015.
17. Electronic Customer Relationship Management published in Vanijya Mantham SDDC's Journal of Commerce and management, Vol. 03, No.2 pp. 30-33, ISSN NO. 2350-0719, July-December, 2015.

Conference Organization/ Presentations (in the last three years)

1. Special Financial Incentive Schemes for the Girl Child in India, presented in UGC sponsored National Seminar organized by Department of Commerce, Sohgra College, Biharsharrif on 29-30 Nov 2014 and full paper published in conference proceedings.
2. Presented a paper on "Human Resource Accounting: A Case Study of Infosys" in the 4<sup>th</sup> Annual International Commerce Convention 18-19 December, 2015 organized by Department of Commerce, Delhi University.

Research Projects (Major Grants/Research Collaboration)

NIL

Awards and Distinctions

**NIL**

**Association With Professional Bodies**

Member of All India Accounting Association, Member of Indian Commerce Association,

**Other Activities**

**Participation in Conferences and Workshops**

1. International Conference on 'Finance and Economic Development in Developing Countries in Globalization Era' on Nov. 6-7, 2009 organized by SRCC, University of Delhi
2. National Seminar on 'Consumer Protection Act and Consumer Rights Awareness Issues' sponsored by the Ministry of Consumer Affairs, Food and Public Distribution, GOI held at SPN College, Mukerian, Hoshiarpur, Punjab on November 03, 2005
3. Participated in Annual Conference 'Global Financial Crisis' on 6<sup>th</sup> Feb. 2009 organized by DDU College, University of Delhi,
4. UGC sponsored national seminar on 'Corporate Laws: Contemporary Issues in Management' held on Dec. 4-5, 2009 organized by Shaheed Bhagat Singh College, University of Delhi
5. Investor Awareness Programme on 'Recent Developments in Capital Market' organized on August 9, 2010 by the Institute of Company Secretaries of India at ZHDC Department of Commerce.
6. National Seminar on 'Contemporary Issues in Management' held on 23<sup>rd</sup> Feb. 2010 organized by the Department of Business Economics, Guru Tegh Bahadur Khalsa College, University of Delhi.
7. Investor Awareness Programme on 'Recent Developments in Capital Market' organized on 24<sup>th</sup> January, 2013 by the Institute of Company Secretaries of India at ZHDC

Department of Commerce.

8. UGC sponsored national seminar on 'Challenges on Development: Re- Visit to Inclusiveness' held on Jan 17-18, 2014 organized by Zakir Husain Delhi College, Department of Commerce, University of Delhi

#### **Work Shops Attended**

9. Participated in Workshop on Open Educational Resources organized by University of Delhi, South Campus and Acharya Narendra Dev College From 13-17 April, 2009 (five Days).
10. Participated in UGC sponsored workshop on Evaluation Methodology form 8-10 November, 2012 organized by CPDHE, University of Delhi (Three Day)

#### **Orientation and Refresher Courses Attended**

1. UGC sponsored Refresher Course organized by the Academic Staff College, Panjab University, Chandigarh from 05/09/2007 to 25/09/2007
2. UGC Sponsored Orientation Programme OR 59 at the Centre for Professional Development in Higher Education Institute of Lifelong Learning, University of Delhi, from 28/02/2009 to 30/03/2009
3. UGC Sponsored Refresher Course organized by the Academic Staff College, Jamia Millia Islamia University, from 20/11/2012 to 12/12/2012
4. UGC Sponsored Refresher Course organized by the Academic Staff College, Jamia Millia Islamia University, from 09/10/2014 to 31/10/2014

REETA  
Signature of Faculty Member