




ZAKIR HUSAIN DELHI COLLEGE (University of Delhi)

Faculty Details

(Please Fill the form and Email it to website@zh.du.ac.in)

Title Dr.	First Name Reeta	Last Name	Photograph
Designation	Associate Professor		
Address	B-5/118, Paschim Vihar, New Delhi-110063		
Phone Number	Office		
	Residence		
	Mobile	9910218348	
Email Id	inforeeta@yahoo.com drreeta@zh.du.ac.in		
Web Page			
Educational Qualification			
Degree	Institution	Year	
B. Com	Panjab University	1993	
M.Com	Panjab University	1995	
M. Phil	Kurukshetra University	1999	
Ph. D	Punjabi University	2013	
B. Ed	Kurukshetra University	1996	
Career Profile			
<ul style="list-style-type: none"> Worked as Temporary/ Ad-hoc Lecturer with various colleges in Punjab from 07/08/1996 to 31/03/2006 Currently working as an Associate Professor in the Department of Commerce, Zakir Husain Delhi College, University of Delhi from 29th July, 2006. 			
Administrative Assignments			
<ul style="list-style-type: none"> President of Commerce Society in 2011-12, 2012-2013. Editor Commerce Magazine, Department of Commerce “WorldCom” in 2011-12, 2012-13, 2014-15, 2015-16, 2022-2023 Teacher- in- charge, Department of Commerce in 2019-2020. Liaison Officer of College from 2015 to 2018. 			

- Convener of Reservation Cell of College from 2015 to 2018
- Appointed as Observer for ad-hoc appointments for SC/ ST's in 2016-2017, 2017-2018
- Member of Career Counseling and Placement Cell from 2011-12 to 2016-2017
- Member of Convocation Committee from 2007 till 2017.
- Member of Special Categories Admission Enabling Committee from 2013-14 to 2016-2017.
- Member of Annual Day Committee from 2007 onwards.
- Member of Organizing Committee of UGC sponsored National Conference organized by Department of Commerce, ZHDC in 2014.
- Member of the Committee for Scrutinizing Applications forms for Assistant Professor Vacancies in Economics Department in 2013-14, 2017-2018.
- Member of the Committee for Scrutinizing Applications forms for Assistant Professor Vacancies in Chemistry Department in 2017-2018.
- Member of Organizing Committee of National Seminar organized by Department of Hindi, ZHDC in 2017.
- Member Commerce Society in 2014-15, 2015-16, 2016-17, 2017-18 and 2022-23
- Member of Girls Association from 2008 to 2017 and in 2022-23, 2023-24.
- Member Antardhawani Committee in 2015.
- Member Committee for Entrepreneurial Training & Start Ups in 2016-2017.
- NAAC Committee in 2016-17.
- Member of Covid Task Force in 2021.
- Member of NAAC Sub Committee Criterion 7 in 2021-22.
- Member of Sub-Committee for SSR Content Creation from 2023-24 onwards.
- Member of Anti Ragging Squad from 2013 onwards.
- Member of Student Aid Committee in 2022-23, 2023-24.

Areas of Interest / Specialization

Accounting and Finance

Subjects Taught

Cost Accounting, Principles of Marketing, Business Laws, Participative Management, Entrepreneurship and Small Business
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Research Guidance

NA

Books Published:

1. Dictionary of Commerce, Karan Publishers, Jalandhar in 2004.
2. Human Resource Management, Vikas Publishing House Pvt Ltd, Noida, UP in 2016.
3. Cost Accounting Principles and Practices, A Text Book for B. Com (Hons.) Published by Sultan Chand & Sons (P) Ltd, New Delhi in 2021.
4. Cost Accounting, A Text Book for B. Com Published by Sultan Chand & Sons (P) Ltd, New Delhi in 2021.
5. Cost Accounting Principles and Practices, Published by Sultan Chand & Sons (P) Ltd, New Delhi in 2023.
6. Cost Accounting Principles and Practices, A Text Book for B. Com (Hons) and B.Com., Published by Sultan Chand & Sons (P) Ltd, New Delhi in 2024.

Research 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. 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
3. 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.
4. 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.
5. 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
6. 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.

7. 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.
8. Human Resource Accounting 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.
9. A Review of HRA Practices Initiated by R.G Barry Corporation (USA) published in International Research Journal of Management Sociology & Humanity Vol.7, Issue1, pp. 400-405, ISSN No.2277-9809, 2016.
10. Industrial Disputes: Its Causes with Special Reference to Maruti Suzuki India published in International Journal of Engineering & Management Research Vol.7, Issue1, pp. 61-64, ISSN No. 2250-0758 (O), 2394-6962 (P), 2017.
11. Human Resource Accounting Practices in Private Sector Companies in India (With Special Reference to Infosys) published in International Journal of Engineering & Management Research Vol.7, Issue 3, pp. 95-101, ISSN No. 2250-0758 (O), 2394-6962 (P), 2017.
12. Financial Distress Prediction in Selected Textile Companies in India: An Application of Altman Z Score Model published in International Research Journal of Management Science and Technology Vol.8, Issue 2, pp. 430-436, ISSN No. 2250-1959, 2017.
13. Financial Analysis of Selected Indian Automobile Companies published in Parishodh Journal, Vol.7 No.1 pp. 1-8, ISSN No. 2347-6648, 2018.
14. A Comparative Study of Liquidity Position of Redington India Ltd. and Wipro Ltd. Published in International Research Journal of Commerce, Arts and Science, Vol.9 Issue 3, pp. 372-378, ISSN No. 2319-9202, 2018.
15. Probabilistic Prediction of Financial Distress in Automobile Industry of India (An Application of Altman's Z Score Model) published in Wisdom Herald Vol. X No. 2, pp.611-624, ISSN No.2231-1483, April- June 2019.
16. Analysis of Financial Erosion in Automobile Industry of India published in Parisheelan Vol. XV No. 2, pp.437-452, ISSN No.0974-7222, April- June 2019.
17. Analysis of Financial Distress Syndrome in Steel Industry of India published in Universal Review, Vol. X No. 1, pp.487-494, ISSN No.2277-2723, Jan- June 2019.

18. Covid Pandemic Effect on Higher Education published in the Newsletter of Commerce & Management Association, Vol 1, Issue 1, July 2020.

Chapters in Books:

- Published a paper on Human Resource Accounting: An Overview in an e-book of conference proceedings titled “The Economics of Education and Innovation for sustainability and Growth” in 2008.
- Published a paper on “Challenges in Global brand Building” in a book titled “Contemporary Issues in Management” published by Bharati Publication, New Delhi in 2017.
- Published a paper on “Green Banking: Need of the Hour” in a book titled “Carving of Novel India” Shaping India for the 21st Century Sustainable Competitiveness of Emerging India” published by Bharati Publication, New Delhi in 2017.

Conference Organization/ Presentations (in the last five years)

- Presented a paper titled “Business and Environment” in the International Conference Organized by Department of Commerce, Aligarh Muslim University, Aligarh in collaboration with Gedu College of Business Studies, Royal University Bhutan on 6-7 April, 2019.
- Presented paper titled “A Study of Selected Women Entrepreneurs in India” in the National Conference “Role of Women Entrepreneurs in Socio-Economic Development of India” organized by Department of Commerce, Bharati College; University of Delhi held on 26-27 April, 2019.
- Presented paper titled “Atmanirbhar and the role of Corporate Social Responsibility (CSR)” in Conference Cum-National Seminar on "Atmanirbhar Bharat: Challenges and Opportunities” organized by Department of Commerce, Soghra College, Biharsharif in Collaboration with Commerce and Management Association held on 10-11 December, 2022
- Presented paper titled “Impact of Social Media on Students life” in National Seminar on “Growing Influence of Social Media: A Revolution in Socio- Economic and Business Development” organized by Dev Samaj College for Women, Chandigarh held on February 21, 2023.
- Presented a paper titled " Social Media and Its Role in Marketing" in the International Conference on "Innovative Technological Applications Reshaping Modern

Business" organized by University School of Management, Kurukshetra University, Kurukshetra held on 15th-16th March, 2024.
Research Projects (Major Grants/Research Collaboration)
NA
Awards and Distinctions
NA
Association With Professional Bodies
<ul style="list-style-type: none"> • Member of All India Commerce Association • Member of Inspira Research Association • Member of Commerce and Management Association
Other Activities
<ul style="list-style-type: none"> • At University level Co- Group Incharge of one of the groups of Gyanodaya-V to northeastern states (Tripura) for an experimental learning project from 18th to 29th December, 2014. • Member of Editorial Board of full conference proceeding of National Seminar organized by Department of Commerce, Sohgra College, Biharsharif on 29-30 November, 2014 • Chaired a Technical Session at the International Conference on Strategic Competency Mapping for Talent Management and Retention organized by University Business School, Punjab University, Chandigarh held on 10-19 January, 2018. • Member of Editorial Board at International E- Conference on Advances in Business and Management organized by Department of Commerce, Shaheed Bhagat Singh College, University of Delhi held on 20-21 January, 2022. • Member of the committee for restructuring of Syllabus under UGCF 2022 based on NEP for B. Com (Hons) for paper Cost Accounting, Department of Commerce, University of Delhi in April 2022. • Member of the committee for restructuring of Syllabus under UGCF 2022 based on NEP for B. Com for paper Cost Accounting, Department of Commerce, University of Delhi in April 2022.

- Member of the committee for restructuring of Syllabus under UGCF 2022 based on NEP for B. A (Prog) for paper Cost Accounting, Department of Commerce, University of Delhi in April 2022.
- Invited as Speaker at the Conference Cum-National Seminar on "Atmanirbhar Bharat: Challenges and Opportunities" organized by Department of Commerce, Soghra College, Biharsharif in Collaboration with Commerce and Management Association held on 10-11 December, 2022.
- Invited as a speaker at the National Seminar on Bhartiya Gyan Parampara (IKS) organized by Government Degree College, Pabau (Pauri Garhwal) held on 8th October, 2024.

Participation in Orientation Courses/ Refresher Courses/ Workshops/ FDPS etc.

- UGC sponsored Refresher Course organized by the Academic Staff College, Panjab University, Chandigarh from 05/09/2007 to 25/09/2007.
- 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.
- UGC Sponsored Refresher Course organized by the Academic Staff College, Jamia Millia Islamia University, from 20/11/2012 to 12/12/2012.
- UGC Sponsored Refresher Course organized by the Academic Staff College, Jamia Millia Islamia University, from 09/10/2014 to 31/10/2014.
- 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).
- Participated in UGC sponsored workshop on Evaluation Methodology form 8-10 November, 2012 organized by CPDHE, University of Delhi (Three Days).
- National Faculty Development Program on "Research Methodology: Tools & Techniques" organized by Inspira Research Association (IRA) & LBSPG College from 29-31 May, 2020.
- Seven Day Development Programme on "Mind- Sets, Knowledge- Sets, Skill- sets for 21st Century Youth: Innovations and Adaptations" from May 27- June 7, 2020 organized by IQAC, SRCC, University of Delhi.
- 5 Day Global E - Symposium on " Global Pandemic Outbreak: Role of Technology and Automation" organized by JSS Mahavidya Peetha, JSS Academy of Technical Education, Noida from June 01-June 05, 2020.

- National FDP/MDP on "Academic Enhancement on Research Methodology" organized by Inspira Research Association (IRA) from June 26-June 29, 2020.
- One Week Online Research Methodology Workshop organised by SHoDH Haryana in collaboration with School of Business and Management Studies, Central University of Haryana, Mahendergarh and Indian Council of Social Science Research, New Delhi from July 3-July 9, 2020.
- International FDP/MDP on "Life Management & Developing Research Skills" organized by Inspira Research Association (IRA) from July 24-July 30, 2020.
- Faculty Development Programme on “Transforming Governance in India: Issues and Concerns” organized by Ministry of HRD, PMMMNMTT, TLC, Ramanujan College from September 21-September 27, 2020.
- Faculty Development Programme on “Research Methodology” organized by TLC, Ramanujan College under the aegis of Ministry of HRD, PMMMNMTT from October 01- October 15, 2020.
- Faculty Development Programme on “Development and Implementation of MOOCS” organized by TLC, Ramanujan College under the aegis of Ministry of HRD, PMMMNMTT from October 21- October 27, 2020.
- One Week Faculty Development Programme on “Transforming Lifestyle Through Yoga Darshan and Its Functional Modes” organized by TLC, Ramanujan College under the aegis of Ministry of HRD, PMMMNMTT from November 20- November 26, 2020.
- One-Week Online National Faculty Development Program on “Basics of Research Methodology and Issues in Plagiarism (An Interdisciplinary Approach)” organized by Khalsa College, University of Delhi GAD-Teaching Learning Centre, (PMMMNMTT) from May31- June 6, 2022.
- One Week Online “National Faculty Development Programme on Research Methodology and Data Analysis” organized by DAV College of Education, Hoshiarpur from March 3- March 9, 2022.

Seminars/ Conferences Attended:

- 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

- International Conference on ‘Finance and Economic Development in Developing Countries in Globalization Era’ on Nov. 6-7, 2009 organized by SRCC, University of Delhi.
- Participated in Annual Conference ‘Global Financial Crisis’ on 6th Feb. 2009 organized by DDU College, University of Delhi.
- 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.
- 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.
- Participated in National Seminar on ‘Contemporary Issues in Management’ held on 23rd Feb. 2010 organized by the Department of Business Economics, Guru Tegh Bahadur Khalsa College, University of Delhi.
- Participated in Investor Awareness Programme on ‘Recent Developments in Capital Market’ organized on 24th January, 2013 by the Institute of Company Secretaries of India at ZHDC Department of Commerce.
- UGC sponsored National Seminar on ‘Goods and Services Tax’ held on 15th February, 2017 organized by Department of Commerce, Delhi School of Economics, Department of Commerce, University of Delhi in collaboration with Department of Commerce, Hans Raj College, University of Delhi.
- Participated in Vimarsh 2017, 3rd Biennial National Convention on ‘25 Years of Economic Reforms: Has India Taken-off?’ On 22nd February, 2017 organized by Sri Guru Gobind Singh College of Commerce, University of Delhi.
- Participated in Annual Conference ‘Global Financial Crisis’ on 6th Feb. 2009 organized by DDU College, University of Delhi.
- Participated in National Webinar on “Labour Reforms in Changing Environment of India” organized by Mahatma Gandhi Central University on May 29th, 2020.
- Participated in One Day Quality Improvement on “Introduction of E- learning Software Tools for Educators” organized by Commerce and Management

Association (CMA) in collaboration with College of Commerce, Arts and Science, Patna and Soghra College, Biharsharif, Nalanda on May 26th, 2020.

- Participated in a Webinar on “Constitutional Values” organized by Delhi Metropolitan Education held on May 27th, 2020.
- Participated in a Webinar on “Online Safety for Women” organized by Department of Commerce, Jesus & Mary College, University of Delhi on May 26th, 2020.
- Participated in a Webinar on “Cyber Media in New World Order” organized by Delhi Metropolitan Education held on June 1st, 2020.
- Participated in a Webinar on “Sustainable IT in Rural and Remote Environments” organized by Department of Management, Mizoram University held on June 2nd, 2020.
- Participated in a Webinar titled “Application of Cost Accounting Standards in the Preparation of Cost Statement” held on 6th February 2021 hosted by Delhi College of Arts & Commerce, University of Delhi.
- Participated in National Webinar on "National Education Policy 2020: Role of Commerce in Education" organized by Department of Commerce, Rajdhani College, University of Delhi on 2nd September, 2021.
- Participated in National Webinar on “How to Catch, Fake/ Clone/ Predatory Journals in Academics” organized by Research Affairs Committee, Rajdhani College, University of Delhi on 22nd August, 2022.
- Participated in Distinguished Lecture Series “Bharat @ 2047: Role of Commerce and Business” organized by Department of Commerce, Delhi School of Economics, University of Delhi on 27th January, 2023.
- Participated in National Webinar on "Workshop on Financial Literacy: Prosperity and Wealth" organized by Committee for Promotion of Financial Literacy, University of Delhi in collaboration with Research Affairs Committee, Rajdhani College on 7th August, 2023.
- Participated in International Webinar on " Latest Technologies of Artificial Intelligence in Digital Marketing" organized by Research Affairs Committee, Rajdhani College, University of Delhi on 28th August, 2023.

- Participated in National Webinar on Awareness of "Malaviya Mission Teacher Training Program" organized by Guru Angad Dev Malaviya Mission Teacher Training Centre and SGTB Khalsa College on 23rd October, 2023.
- Participated in one day National Webinar on “GI Cancers: Esophageal, Stomach & Colon Cancers” organized by Indian Cancer Society, Delhi in collaboration with UGC-Malaviya Mission Teacher Training Centre (UGC-MMTTC/GAD-MMTTC), SGTB Khalsa College, University of Delhi on 1st May, 2024.

Programmes Organized and Conducted:

- Organized Annual Commerce Fest on 8th -9th February, 2012, in the Department of Commerce, Zakir Husain Delhi College, University of Delhi, Delhi.
- Organized a Talk on “Corporate Social Responsibility” on 8th February, 2012 in the Department of Commerce, Zakir Husain Delhi College, University of Delhi, Delhi.
- Organized an Investor Awareness Programme on ‘Recent Developments in Capital Market’ organized on 24th January, 2013 by the Institute of Company Secretaries of India in the Department of Commerce, Zakir Husain Delhi College, Delhi.
- Organized and accompanied an Educational Trip to Ranthambore National Park, Rajasthan from 25th -28th January, 2013, for students of Department of Commerce Zakir Husain Delhi College.
- Organized a Talk on “Money Finance and Governance” on 19th February, 2013 in the Department of Commerce, Zakir Husain Delhi College, University of Delhi, Delhi.
- Organized Inter- College Annual Commerce Fest on 19th -20th February, 2013 in the Department of Commerce, Zakir Husain Delhi College, University of Delhi, Delhi.
- Organized a lecture on “Career Prospectus after Graduation” on 22nd March, 2013 in the Department of Commerce, Zakir Husain Delhi College, University of Delhi, Delhi.
- Organized and conducted a Three-day Workshop on “Mentoring the Youth: Future Ahead” from 19th - 21st Oct, 2016, in the Department of Commerce, Zakir Husain Delhi College, University of Delhi, Delhi.

- Organized an Industrial Visit to Mahle Filter System (India), Gurgaon on 8th October, 2016 in the Department of Commerce, Zakir Husain Delhi College, University of Delhi, Delhi.
- Organized “Innovision: Annual Commerce Fest” on 25th Feb, 2017, in the Department of Commerce, Zakir Husain Delhi College, University of Delhi, Delhi.
- Organized and conducted a one-day Seminar on “Career in Banking & Digital Banking” from 28th Feb, 2017, in the Department of Commerce, Zakir Husain Delhi College, University of Delhi, Delhi.
- Organized and conducted a one-day Seminar on “Goods and Service Tax (GST) Bill” on 8th March, 2017, in the Department of Commerce, Zakir Husain Delhi College, University of Delhi, Delhi.
- Organized and conducted Two-day Symposium on “Amelioration Symposium-A talk with expert” from 26th and 28th Sept, 2017, in the Department of Commerce, Zakir Husain Delhi College, University of Delhi, Delhi.
- Organized and conducted Two-day event on “Triumph Momentum- Eliminating Every Doubt” from 11th to 13th Oct, 2017, in the Department of Commerce, Zakir Husain Delhi College, University of Delhi, Delhi.
- Organized a Workshop on “How to do well in GD/ PI” by T.I.M.E.S on 24th February, 2023 in the Department of Commerce, Zakir Husain Delhi College, University of Delhi, Delhi
- Organized “Innovision: Annual Commerce Fest” on 6th April, 2023 in the Department of Commerce, Zakir Husain Delhi College, University of Delhi, Delhi.