



Faculty Details Proforma For College Web-site



Title	Dr.	First Name	Deepika	Last Name	Jindal	Photograph
Designation		Assistant Professor				
Address		Daulat Ram College, 4 Patel Marg , Delhi-110007				
Email - ID		deepika@dr.du.ac.in				
Web Page						
Educational Qualification						
Degree		Institution				Year
Ph.D		Amity University				December 2025
NET		UGC				June 2012
MBA		Amity University				2007- 2009
BBE		University of Delhi				2004- 2007
Career Profile						
- Assistant Professor, Commerce Department, Daulat Ram College, University of Delhi from 20th March 2023- till date - Assistant Professor (On Ad-hoc basis), Commerce Department, Daulat Ram College, University of Delhi from January 2013- March 2023 - Guest Lecturer, School of Open Learning, Delhi University from January 2013 – December 2018 - Assistant Manager, Operations, FINO Paytech Ltd. from June 2009 till December 2012. Awarded Employee of the month for two consecutive months - Dec'2010 and Jan'2011						
Administrative Assignments						
- Convenor of Placement Cell in 2024-25, 2025-26, 2026-27 - Member of IQAC Committee in 2024-25, 205-26, 2026-27 - Member of NIRF & India Today Ranking Work Committee in 2025-26, 2026-27 - Member of B.A. Programme Committee in 2024-25 - Co Convenor of Placement Cell from 2020 till 2023-24 - Member of Hostel Committee from 2021-22, 2022-23, 2023-24 - Member of Dramatics Society in 2022-23 - Teacher Facilitator in Commerce Association in 2018-19, 2019-20, 2022-23 - Member of Core Placement Cell, Daulat Ram College from 2015 till 2020 - Member of Student Advisory Board in 2018-19 - Convenor of S Marketing Cell in 2017-18 - Member of NAAC Steering Committee in 2016-17 - Member of Music and Dance Society in 2016-17 - Member of Core Admission Committee in 2014-15, 2015-16, 2016-17, 2017-18, 2018-19, 2019-20 - Member of B.A Programme Admission Committee in 2020-21						

Areas of Interest / Specialization

Marketing, Human Resource Management, International Business

Subjects Taught

Principles of Marketing, Human Resource Management, Project Management, Digital Marketing, Business Organisation and Management, International Business, Corporate Governance, Project Management, Training and Development, E-Commerce, Computer Applications in Business, Social Entrepreneurship, Advertising & Personal Selling, Entrepreneurship

Research Guidance

- ♦ Supervised Dissertation of Fourth year B Com (H) student on the topic titled “Impact of Scent-Driven Neuromarketing on Patients Emotional Comfort in Indian Healthcare Ecosystems” in 2025-26
- ♦ Served as an ACR Member for 10 fourth year Under graduate students of different discipline in 2025-26

Publications Profile**BOOKS**

Title of the Book	Course	Publisher	ISSN/ ISBN No.	Year
International Business as Co-Author*	B. Com (Hons) Course (NEP), Semester IV, University of Delhi	MKM Publishers Pvt. Ltd., New Delhi, India	978-93-87273-13-9	2024
International Business as Co-Author*	B. Com (Prog) Course (NEP) Semester IV, University of Delhi	MKM Publishers Pvt. Ltd., New Delhi, India	978-93-91270-69-8	2024
International Business as Co-Author	B. Com (Hons) Course (CBCS), Semester VI, University of Delhi	MKM Publishers Pvt. Ltd., New Delhi, India	978-93-87273-13-9	2018 till 2023
International Business as Co-Author*	B. Com (Prog) Course (CBCS), Semester VI, University of Delhi	MKM Publishers Pvt. Ltd., New Delhi, India	978-93-87273-15-3	2018

- Book is mentioned in the Suggested Reading UGCF 2022 of B Com (Hons) and B Com based on NEP 2020

RESEARCH PAPERS

Title of the Paper	Journal Name/ Page Numbers	ISSN No.	Year
Pathways to performance: Investigating job-related elements, HR practices, and employee wellbeing	Journal of Information and Optimization Sciences, Volume 45,2024, Issue: 7, Pages 1931–1947	ISSN No.: 0252-2667 Online ISSN: 2169-0103	2024
Role of Companies in Environmental Management through Corporate Social Responsibility and Sustainability Policy	Green Chemistry in Environmental Sustainability and Chemical Education, Pages: 23-41	978-981-10-8390-7	2018
Challenges in Tourism Marketing in Delhi and NCR	Marketing in the 21 Century. Bharti Publications. Page no:107-125	978-93-85000-73-7	2016

Attitude of Consumers towards Coffee	International Research Journal of Management Sociology & Humanity, Volume V, Issue 2, Page no:815	2277-9809	2014
Employee Assistance Program (EAP) in India	International Research Journal of Management Science & Technology, Volume V, Issue 2, Page no:276	2250-1959	2014
Twin Pillars of Direct benefit transfer in India	International Research Journal of Commerce Arts & Science Volume V, Issue 3, Page no:27	2319-9202	2014
Indian Wedding Industry- A growing Opportunity	International Research Journal of Management Sociology & Humanity, Volume V, Issue 3, Page no:104	2277-9809	2014
Challenges in RSBY Enrolment	International Research Journal of Management Science & Technology, Volume V, Issue 3, Page no:54	2250-1959	2014

E- LESSONS

Title of Lesson	Subject	Link	ISSN No.	Year
Introduction to Insurance	Insurance and Risk management	http://vle.dr.du.ac.in/mod/resource/view.php?id=13390	2349-154X	2015
Insurance Contracts	Insurance and Risk management	http://vle.dr.du.ac.in/mod/resource/view.php?id=13390	2349-154X	2015

Conference Organization / Presentation (in the last three years)

- ♦ Presented paper titled “Impact of Scent-Driven Neuromarketing on Patients' Emotional Comfort in Indian Healthcare Ecosystems” in International Conference on “Global Challenges in Business: Rethinking Innovations and Sustainability” held on 18-19th March 2026 at Maharaja Agrasen Institute of Management Studies.
- ♦ Presented paper titled “Pathways to Performance: Investigating Job-Related Elements, HR Practices, and Employee Wellbeing” in 9th Global Leadership Research Conference, organised by Amity Business School, Amity University from 7th -9th February 2024.
- ♦ Presented paper titled “Study on Remote working and its impact on Holistic Employee Wellbeing” in 8th Global Leadership Research Conference, organised by Amity Business School, Amity University from 13th -15th March 2023.
- ♦ Co-Convenor of National Conference on “Income Inequality, Protectionism and International Trade in Digital Age: With reference to India” on 21st January 2020.

Research Projects (Major Grants/Research Collaboration)

Awards and Distinctions

- ♦ Best Paper Award received paper titled “Impact of Scent-Driven Neuromarketing on Patients' Emotional Comfort in Indian Healthcare Ecosystems” in International Conference on “Global Challenges in Business: Rethinking Innovations and Sustainability” held on 18-19th March 2026 at Maharaja Agrasen Institute of Management Studies.

Association with Professional Bodies

Other Activities

- ♦ Resource person in the In-House Skill Development Program on “Enhancing Learning Through ICT Tools”, organized by the Department of BA Program, Daulat Ram College, University of Delhi on 13th and 14th September 2024.
- ♦ Co- Coordinator in Legal Aid Clinic at Daulat Ram College from February in 2024-25
- ♦ Co- Coordinator in “Centre for Legal Literacy, Awareness and Aid” in 2023-24, 2024-25
- ♦ Data Analyst in Course coordination team of Add-on Course on “Legal Literacy, Awareness and Aid” in 2021-22, 2022-23 and 2023-24
- ♦ Co- Investigator in Star Innovation Project, University of Delhi, titled “Status of Women, Children and Youth in Slums of Delhi: with focus on Health, Education and Employment”.
- ♦ Resource Person for Skill Development Course – “Digital Literacy” on Powering your presentation on 9th July 2018
- ♦ Resource Person for Skill Development Course – “Startup Pedia: From Idea to Marketplace” on Startups from 28-May-16 to 17-May-16 (3 weeks)
- ♦ Completed the NEP 2020 Orientation & Sensitization Programme (Programme Code: MMC-138-2024-JUNE-B-01831) in online mode under Malaviya Mission Teacher Training Programme (MMTTP) of Ministry of Education, Government of India organized by Malaviya Mission Teacher Training Centre, Shri Ram College of Commerce (MMTTC, SRCC) from June 19, 2024 to June 28, 2024.
- ♦ Completed online One Week Online Faculty Development Programme on “Skill Enhancement Courses (Digital marketing, Personal Financial Planning, and Innovation & Entrepreneurship)” from 04 – 07 February, 2024 organised by Department of Commerce, Sri Venkateswara College, University of Delhi in collaboration with Mahatma Hansraj Malaviya Mission Teacher Training Centre (MH-MMTTC), Hansraj College, University of Delhi
- ♦ Attended 4th Doctoral Research Conclave on the theme “The Power of Cultivating a Research Mindset” on 05-06 January, 2024 organised by Amity Business School, Amity University, Noida
- ♦ Completed online Inter-Disciplinary 2 week Refresher Course in “Managing Online Classes & Co- creating MOOCS 28.0” from 06 – 20 July, 2023 and obtained Grade A+, organised by Teaching Learning Centre, Ramanujan College, University of Delhi
- ♦ Completed a 4 Week Faculty Induction/Orientation Programme for “Faculty in Universities/Colleges/Institutes of Higher Education” from 23 May – 21 June, 2023 and obtained Grade A++, organised by Teaching Learning Centre, Ramanujan College, University of Delhi
- ♦ Completed a 1 Week Faculty Development Programme on “SmartPLS from Basics to Advanced: Structural Equation Modeling (SEM), fsQCA & ANN” from 13 January – 17 January, 2026 organised by MentorVedha
- ♦ Completed 1 Day Faculty Development Workshop on “Entrepreneurship Curriculum and Pedagogy” on 11 March, 2026 organised by Daulat Ram College in collaboration with Delhi School of Skill Enhancement and Entrepreneurship Development