



Faculty Details Proforma For College Web-site



Title	Dr.	First Name	Shivani	Last Name	Bansal	Photograph
Designation		Assistant Professor (Commerce: Teacher- In Charge)				
Address		Department of Commerce, Daulat Ram College University of Delhi				
Phone No. Office						
Residence						
Mobile No.						
Email - ID		shivanibansal@dr.du.ac.in				
Web Page						
Educational Qualification						
Degree		Institution				Year
Doctorate (Ph.D)		Department of Commerce, Delhi School of Economics, University of Delhi				2012-2017
M.Com		Department of Commerce, Delhi School of Economics, University of Delhi				2010-2012
B.Com. (H)		Shri Ram College of Commerce, University of Delhi				2007-2010
Career Profile						
- Assistant professor, Department of Commerce, Daulat Ram College, University of Delhi, Delhi (March 2023- present) - Assistant Professor (Ad-hoc), Shyama Prasad Mukherji College, University of Delhi, Delhi(2019 – 2023) - Assistant Professor(Ad-hoc), Department of Commerce, University of Delhi, (2017-2019) - Assistant Professor(A d - h o c) , College of Vocational Studies, University of Delhi, Delhi (Aug'2015 – Dec'2016) - Assistant Professor (Ad-hoc), Shri Ram College of Commerce, Delhi University (2014 - 2015) - Assistant Professor (Ad-hoc), Ramjas College, Delhi University, July 2013-June 2014 - Assistant Professor (Ad-hoc), Janki devi Memorial College, University of Delhi, Jan 2013- May 2013.						

Administrative Assignments

- **Teacher-in-charge, Department of Commerce, Daulat Ram College, University of Delhi (2026-2027)**
- Admission Convenor [B.Com(Hons.)], Daulat Ram College, Department of Commerce, 2026-2027.
- Member, Time Table Committee , Daulat Ram College, University of Delhi (2026-2027)
- Organising Member, UG Students' Orientation to 4th Year, Daulat Ram College, University of Delhi, June 2026.
- TPC Member, Commerce Department, Daulat Ram College, July 2025-June 2026.
- Judge, Debate Competition ,Comvision (Commerce Department-Annual Fest),23 March 2026
- Co-Ordinator, AEC [Ability Enhancement Courses] (2024-25) II Semester, Daulat Ram College, Jan 2025-June 2025
- Admission In-charge (B.Com), Daulat Ram College, Delhi University, July 2024-June 2025
- Review Board Member, AEC [Ability Enhancement Courses] (2024-25) I Semester, Daulat Ram College, Oct 2024-Jan 2025
- DRC Student Union Election Duty (Member),Daulat Ram College ,30th Sep 2024 and 19th Sep 2023.
- Member ,Hostel Committee ,Daulat Ram College, July 2024-June 2025
- Manjari (On-Duty Member), Annual Fest, Daulat Ram College, 2024-2025 and 2023-2024.
- Member, Women Development Cell: Pragati, Daulat Ram College, 2024-2025.
- Papers reviewer: Business Analyst Journal, Shri Ram College of Commerce, University of Delhi.
- Organizing Team Member: In-house Skill Development Program on “Enhancing Learning Through ICT Tools”, Daulat Ram college, Department of Commerce, Daulat Ram College, University of Delhi, 13th Sep 2024-14th Sep 2024
- Moderation Committee Member (for 2nd and 3rd year B.com (H), B.com(P), BAP-ESB), Daulat Ram college, 14th May 2025.
- Organising Team Member for Session on “Personal Effectiveness and Grooming session by Be Your Own Boss (BYOB)” organized by Women Development Cell: Pragati, Daulat Ram College, sponsored by Whisper and Gilette, 6th Sep 2024
- Department Orientation Programme Duty (Member-Document Collection), Daulat Ram college, 29th August 2024
- Department Level Co-Ordinator, SEC (III Year), Daulat Ram College, July 2024-June 2025
- Library Books weeding out (On duty Member), Daulat Ram College,15th July 2024-16th July 2024
- Admission Core Committee Member, Daulat Ram College, July 2023-June 2024.
- Member, Gender Audit (Evaluation) Committee, Daulat Ram College, July 2023-June 2024
- Member, India Today Ranking Committee, Daulat Ram College, July 2023-June 2024
- Member, Annual Report 2023-24, Daulat Ram College, July 2023-June 2024
- Member, Tender Evaluation Committee (Technical evaluation: Housekeeping), Daulat Ram College, July 2023-June 2024
- Member, Spectra-Fine Arts Society, Daulat Ram College, 2023-2024
- Organising Team Member for Fresher's Orientation, Shyama Prasad Mukherji College, University of Delhi,2022-2023.
- NAAC Inspection Duty Member, Commerce Department, Daulat Ram College, 18th March 2024-19th March 2024.
- Organising Team Member for webinar on “Financial Literacy” organized by Women Development Cell: Pragati, Daulat Ram College, Sponsored by NSDL, 23rd October 2024
- Organising Team Member for Delhi Police Camp on Elimination of Violence against Women, organized by Women Development Cell: Pragati, Daulat Ram College, Sponsored by Delhi Police, 27th Nov 2024 -28th Nov 2024
- Organising Team Member for NAARI PROJECT: Self-defense Camp, organized by Women Development Cell: Pragati, Daulat Ram College, Sponsored by Delhi Police, 14th Jan 2025
- Organising Team Member for Saday Sadev Mental Health Camp organized by Women Development Cell: Pragati, Daulat Ram College, Sponsored by Saday Sadev- NGO,7th March 2025
- Organising Team Member, Spectra :Wall Painting Competition, Daulat Ram College Commerce, 23rd February 2024
- Organising Team Member, Inter- College Online Competition – Brand Hunt, Shyama Prasad Mukherji College, University of Delhi, 30th September 2021.
- Faculty Advisor and Editor, SHILP- Commerce Magazine (6th Edition), Shyama Prasad Mukherji College, University of Delhi, 2021-2022.
- Admission Team Member, Admissions – B.com (Hons.) and B.Com(Prog), Shyama Prasad Mukherji College, University of Delhi, 2021-2022.
- Member, Examination Conduction and Duty Allocation Committee, Shyama Prasad Mukherji College, University of Delhi.
- Member, Student Progression and Result Analysis Committee, (Department Level), Shyama Prasad Mukherji College, University of Delhi, Dec 2019- Jan 2020.
- Organising Member, Student Orientation about Open Book Examination, Shyama Prasad Mukherji College, University of Delhi, Nov 2020.
- Organising Team Member, Career Options in New Age industries, Shyama Prasad Mukherji College, 23rd Oct 2021.
- Member, Commerce Student Union Elections, Shyama Prasad Mukherji College, August 2021.

- Organising Team Member, Webinar: unlocking Stock Market, Sponsored by CDSL and IDBI Bank, , Shyama Prasad Mukherji College, 24th Nov 2021.
- Organising Member for Online Webinar “Preparing for Job Interviews in times of Covid-19”, Shyama Prasad Mukherji College, University of Delhi, 18th May 2020.
- Editor, Annual Report, Department of Commerce, University of Delhi, July 2018.
- Assistant Editor, Journal of Commerce and Business (Vol4, Issue1), July 2018- May 2019.
- Member, M.Com Admissions, Department of Commerce, University of Delhi, July 2018.
- Faculty Assistant, Department Research Committee of Courses in Commerce (Hons., PG, Research), Department of Commerce, University of Delhi, July 2018- Dec 2018.
- Faculty Assistant, Board of Research Studies, Department of Commerce, University of Delhi, July 2018- Dec 2018.
- Assistant Co-ordinator , for workshop on the “Advances in Research Methods Workshop” conducted by Prof. Surkasha Gupta, Professor of Marketing, New Caste University, UK, Department of Commerce, University of Delhi, 2017.
- Deputy Organizer for Special lecture on “How will MNE's matter for economic development in the 21st century” by Prof. Rajneesh Narula,(Director, John H. Dunning Center for International Business, Henley Business School, United Kingdom), Department of Commerce, University of Delhi, 16th March 2017.
- Assistant Editor, Journal of Commerce and Business Studies (ISSN 2322-0767), Vol 4(Issue 2), Department of Commerce, University of Delhi.
- Organizing Team Member for the workshop on “Cyber Laws and Crime – The Dark Side” organized by Department of Commerce, University of Delhi.
- Coordinator, ILL, Pre- Net Winter School,: Worked for providing training to less privileged students, 2016
- Research Head, Antardhwani – an Annual Cultural fest organized by University of Delhi, Shri Ram College of Commerce, University of Delhi, 2014-2015

Resource Person

- Resource Person for In-house SDP, “Enhancing Learning through ICT Tools”, Daulat Ram College, University of Delhi, under IQAC Academic Session 2023-24, 23rd August 2023-24th August 2023.
- Resource Person for Summer School, assisting needy students in prearing for M.Com Entrance Examaniation, 2016.
- Served as Assistant Resource Person for teaching Research Methodology, IBM-SPSS software to teaching faculty of Delhi University, Delhi, 2018-2013 (Shaheed Sukhdev College, Gitaratan Jindal Business School, TERI, Dept. of Financial Studies).
- Coordinator, Pre- Net Winter School in collaboration with ILL and Department of Commerce, Providing NET Exam training to less privileged students, University of Delhi, 2016.
- Resource Person for Summer School, M.Com Preparations organized by Department of Commerce, University of Delhi
- Served as Assistant Resource Person for teaching Research Methodology, IBM-SPSS software to teaching faculty of Delhi University, Delhi, (Shaheed Sukhdev College, Gitaratan Jindal Business School, TERI, Dept. of Financial Studies), 2018-2013.

Mentorship

- Mentor, B.Com(H) Students’ Mentorship, Daulat Ram College, July 2025-June 2026
- Mentor, B.Com (H) Students’ Mentorship, Daulat Ram College, Delhi University, July 2024-June 2025 and July 2023-2024.
- Mentor, Mentorship Programmee, Shyama Prasad Mukherji College, University of Delhi, Aug 2019- Nov 2020.
- Member, Mentorship Programmee for Summer Internships for Students, Department of Commerce, University of Delhi, Sep 2018- Oct 2018.
- Supervisor, post-graduate students in academic project reports (more than 30), Department of Commerce, University of Delhi, 2016-2017

Areas of Interest / Specialization

Marketing Management, Business Research and Analytics, Business Statistics.

Subjects Taught
Business Research and Analytics, Business Statistics, Principles of Marketing, Advanced Spreadsheet Tools, Financial Management, E-filing, Management Accounting, E-Commerce
Research Guidance
Supervisor, Academic Project of Ms. Anisha Seth(2025-2026) [4th Year UG Student] on the topic “Factors Affecting Consumer Buying Behaviour In Quick Commerce”, Daulat Ram College, University of Delhi.
Publications Profile
Papers “An Investigation into Consumer Search and Evaluation Behaviour: Effect of Brand Name and Price Perceptions (2017)” Vision: The Journal of Business Perspective, published by SAGE and the Management Development Institute (MDI) Gurgaon, Volume 20(1), 24-36. [ISSN: 09722629, 22495304, DOI: https://doi.org/10.1177/0972262916628946] , [Scopus, ABDC, UGC Listed, Q3, Impact Factor-3] “Consumers' Inclination to Greener issues: An Opportunity in CSR” (2016), <i>Journal of Commerce and Business Studies (Official Publication of Department of Commerce, University of Delhi)</i>, Vol 3 (2), 33-42 (ISSN: SSN: 2322-0767; UGC CARE Listed) [https://ssrn.com/abstract=2994659] “Indian consumer responsiveness towards company’s social responsibility” published in International Journal of Management Sociology and Humanities, vol. 5(1): ISSN-2277-9809 “ Effect of Brand Name and Price on Consumer Product evaluations” published in International Journal of Management science and technology, vol. 5(2): ISSN-2250-1959 - Paper titled “ Trends in service sector: Case study of Insurance Industry” published in International Journal of Commerce, Arts and Science, vol.5(2): ISSN:2319-9202 - Paper titled “ Imapct of Financial Sector reforms on Economic Growth in India” published inIRJMST, vol.5(3), ISSN-2250-1959 - Paper titled “ Retail Scenario in India” published in International Journal of Commerce, Arts and Science, vol.5(3): ISSN:2319-9202 - Paper titled “Rural Marketing: Switching on in Rural India” published in IRJMST, vol.5(4), ISSN:2277-9809 - Paper titled “ Green Behaviour of Indian Consumers” published inIRJMST, vol.5(2), ISSN:2277-9809 Books and Chapters in Books - Book titled “Business Analytics (A Comprehensive Guide Using Excel And 'R' Programming)”, Sun India Publications, New Delhi (ISBN: 978-9385071966), 2026 - Book titled “<i>Business, Entrepreneurship and Management</i>”, International Book Publications ,New Delhi. - Chapter titled “Branding in Emerging Markets”in <i>The Routledge Companion to Contemporary Brand Management</i> (pp. 366-377), : Taylor & Francis Group ,J. S. Francesca Dall'Olmo Riley (Ed.),London, New York.
Conference Organization / Presentation (in the last three years)

- Core Committee Member (Organising) for UGC Sponsored Two days National Seminar on “Changing Business Environment in India: Challenges and opportunities”, Shyama Prasad Mukherji College, University of Delhi, 28th -29th Feb 2020.
- Conference Executive for 6th Annual International Commerce Conference, Department of Commerce, University of Delhi, 11th -12th January,2018.

Presentations

- Presented paper on “Consumer’s Inclination to Greener Issues” at National Seminar on “Changing Business Environment in India: Challenges and opportunities”, Shyama Prasad Mukherji College, University of Delhi, 28th -29th Feb 2020.
- Presented paper on “ Consumer’s Inclination to Greener Issues: An Opportunity in CSR” at Annual International Commerce Conference, Delhi University, Delhi, 2016.
- Presented paper on “An Investigation into Consumer Search and Evaluation Behavior: Effect of Brand Name and Price” in Annual Conference of the Emerging Markets Conference Board held at Indian Institute of Management(IIM), Lucknow, India.
- Presented paper titled “Understanding Consumers’ Interest and Perceptions of Company’s social responsibility: An Indian context” included in National conference on “ Coping with Uncertainty” held in Maharaja Agrasen Institute of Management studies in March 2014. ISBN: 978-93259-7836-6
-

Research Projects (Major Grants/Research Collaboration)

n.a

Awards and Distinctions

- _Scored 85% and secured Third position in Post-graduation (2012)
- Scored 83% and was amongst top 7 rank holders in Under- Graduation (2010)
- The only student to be awarded the prestigious Mitsubishi UFJ Bank, Japan Scholarship, for 2 consecutive years (2008-09)
- Recipient of Academic Excellence Award in under-graduation, SRCC, DU (2009)

Association with Professional Bodies

N/A

Other Activities

FDP/ Workshops/ Training Programme

- Participated in “AI Tools Workshop (online)” organized by Be10X, Delhi,15th March 2026.
- Participated in National FDP on “NEP 2020 Orientation and Sensitization Programme (Programme code: MMC-138-2024-AUG-A-02315)” organized by SRCC, University of Delhi (Online) from 5th August 2024-14th August 2024 under the aegis of Malaviya Mission Teacher Training Programme of Ministry of Education , Government of India, Centre: Shri Ram College of Commerce, University of Delhi.
- Participated in Online Inter-Disciplinary two week refresher Course on “ Managing Online Classes and C0-Creating MOOCs 27.0” orgnaised by Teaching Learning Centre, Ramanujan College, University of Delhi (PMMMNMTC), 06-20th June 2023.
- Participated in Short Term Programme on “Business Analytics and Research Methodology” organized by MMTTC (UGC) : Ramanujan College, Delhi in collaboration with Sri Aurobindo College, Delhi University from 19th December 2024 to 26th December 2024.
- Participated in Workshop on “Introduction to R Programming: Unlocking the power of Data Anlaysia” organized by Department of Economics, Rajdhani College, University of Delhi from 17th Jan 2025 to 18th January 2025 .

- Participated in Workshop on “Philosophical Counselling” organized by Organised by The Centre for Philosophical Counselling, Values and Well Being, Department of Philosophy, Daulat Ram College, University of Delhi from 22nd July 2024-23rd July 2024.

Other Activities

- Participated in Astronomy Session and Stargazing Event organized by spacewalk in collaboration with Daulat Ram College, University of Delhi, Daulat Ram College, 6 Feb 2025
- Participated in the Inaugural Ceremony of Faculty Induction Programme, NEP 2020: Pedagogical Imperatives of Higher Education, Organised by University of Delhi, Delhi, 1st Dec’2023
- Participated as Vikist Bharat Ambassador, “Nari Shakti Conclave”, Delhi University, Delhi, 7th March 2024.
- Participated as Member in framing of Subject Guidelines: UGCF-NEP 2020, B. Com. (Honors): Semester IV Business Statistics (DSC- 4.1), Jointly Organized by Department of Commerce, University of Delhi and Sri Guru Gobind Singh College of Commerce, University of Delhi, 29th January, 2024
- Assisted in suggesting course revision templates at post-graduate and under-graduate levels, Department of Commerce, University of Delhi 2017-2019.
- Conceptualized the conduct and content of Monthly Meetings cum lecture series for Doctorate Candidates, Department of Commerce, University of Delhi 2017-2019.
- Compiled detailed Annual Reports for the year 2017-2018 for Faculty of Applied Social Sciences and Humanities, University of Delhi, Department of Commerce, University of Delhi 2017-2019.
- Prepared detailed reports (Annual Reports, Workshop Reports) for Department of Commerce for the years 2017, 2018.
- Contributed in overhauling and streamlining of the Ph.D. coursework, Department of Commerce, University of Delhi 2017-2019.
- Contributed in the preparation and conduct of JACT (Junior Assistant) and Technical Assistant examination for the year 2017 and 2018, Department of Commerce, University of Delhi 2017-2019.
- Contributed in designing the overall templates for Under- graduate and Post- graduate revision of Courses, Department of Commerce, University of Delhi 2017-2019.
- Assisted in meetings for Department Research Committee and Business Research Committee- the principal statutory body, administering and implementing rules, regulations, guidelines and modalities of Doctorate course, Department of Commerce, University of Delhi 2017-2019.