



Faculty Details Proforma For College Web-site



Name	Isha Kumari Bhatt	
Designation	Assistant Professor	
Mobile No.		
Email - ID	Ishabhatter@dr.du.ac.in	
Educational Qualification		
Degree	Institution	Year
PhD	Department of Commerce, Delhi School of Economics, University of Delhi	Pursuing
M.Com	Department of Commerce, Delhi School of Economics, University of Delhi	2014
B. Com(H)	Shri Ram College of Commerce (SRCC), University of Delhi	2012
Qualified Junior Research Fellowship (JRF) and National Eligibility Test (NET) for Lectureship conducted by University Grants Commission (UGC) in June 2013.		
Career Profile		
- Assistant Professor, Department of Commerce, Daulat Ram College, University of Delhi, (Since 20th March 2023). - Assistant Professor (<i>Ad-hoc</i>), Department of Commerce, Daulat Ram College, University of Delhi, Delhi-7 (22nd July 2015- 19th March 2023).		
Total Experience: 11 years		

Administrative Assignments			
Name of Institute	Designation	Time period	Experience
Daulat Ram College	Annual Report Committee member	2025-26	1 year
Daulat Ram College	Convenor (ST) Grievance Redressal Committee	July 2024- June 2025	1 year
Daulat Ram College	Nodal officer, India today Ranking Commerce	July 2025-June 2026	2 year
Daulat Ram College	Member, Social Media Marketing Committee	July 2024- June 2025	1 year
Daulat Ram College	Annual report sub committee	2023-24	1 year
Daulat Ram College	Grievance Redressal Cell committee member	2023-24	1 year
Daulat Ram College	SEC coordinator department level	2022-23, 2023-24	1 year
Daulat Ram College	Admission Core Committee member	2022-23	1 year
Daulat Ram College	National Social Service (NSS) Member	2022-23	1 year
Daulat Ram College	Quiz society member	2022-23	1 year
Daulat Ram College	Co-Convenor, Finance and Investment Cell	2021-22	1 year
Daulat Ram College	B. Com admission Helper	2021-22	1 year
Daulat Ram College	Member, Gandhi Study circle	2021-22	1 year
Daulat Ram College	Teacher Co-ordinator, Commerce Association	2020-21	1 year
Daulat Ram College	Member Poetry Society	2020-21	1 year
Daulat Ram College	Member, Women Development Cell	2020-21	1 year
Daulat Ram College	Member, Women Development Cell	2021-21	1 year
Daulat Ram College	Convenor, Smarketing Cell	2018-2019	1 year
Daulat Ram College	Editor, Commerec Department newsletter	2017	Editing of Newsletter
Daulat Ram College	Open Book Examination (OBE)Nodal team Member	OBE March 2021	1 year
Daulat ram College	Member, Dhara: Eco Club	2017-2018 2018-2019	1 year
Daulat Ram College	Member, Quiz Society	2017-2018	1 year

Daulat Ram College	Member, Debating Society	2016-2017	1 year
Daulat Ram College	Member, Music and Dance Society	2016-2017	1 year
Areas of Interest / Specialization			
Marketing, Advertising, Tourism			
Subjects Taught			
Principles of Marketing, Computer Applications in Business, Corporate Laws, Cost Accounting, Financial Accounting with Tally Prime, Financial Markets and Institutions, Financial Management, Advertising and Personal Selling, Industrial Laws, Feasibility study and B-Plan SEC: Digital Marketing, Basic IT Tools, Social Media Marketing			
Research Guidance			
I.Ms. Riya 4th Year Student on her thesis titled “Tourists awareness and perception of data privacy in Indian smart tourism: A Systematic Literature Review.” (Supervisor) II. Ms. Kashish 4th Year Student on her thesis titled “Wearing the influence and empirical study on social media influencer credibility and clothing purchase intention among Indian consumers. (ACR member) III. Ms. Aayushi 4th Year Student on her thesis titled “Impact of Scent-Driven Neuromarketing on Patients Emotional Comfort in Indian Healthcare Ecosystems. (ACR member)			

Publications Profile

- Kumar S, Kumar V, Kumari Bhatt I, Kumar S, Attri K (2024), "Digital transformation in tourism sector: trends and future perspectives from a bibliometric-content analysis". *Journal of Hospitality and Tourism Insights*, Vol. 7 No. 3 pp. 1553–1576, doi: <https://doi.org/10.1108/JHTI-10-2022-0472>
- Kumar, S, Dagar P., Kumari Bhatt I., Devi, N. (2023) Empowering Rural Women in the Digital Age: A Systematic Review, *International Journal of Academic Research & Development (IJAR&D)*, Volume 9, 17th Issue, No. 1, January-June, 2023, Pg 15-23
- Kumar, S., Attri. K., Kumar, V., Thakur. J., Kumar S., Kumari Bhatt, I. (2023) bibliometric analysis of knowledge Development in Family Business in the Tourism industry (2023), *Journal of Services research*, volume 23, No. 1, <https://www.vedatya.ac.in/product-category/hospitality/>
- Kumar, S., Kumar, V., Devi, N., Attri, K., & Bhatt, I. K. (2024). Unveiling the evolutionary trajectory of SMEs in the tourism and hospitality domain: A comprehensive review and prospective insight. *International Journal of Hospitality and Tourism Systems*, 17(4), 112–126.
- Kumar, S., Kumar, V., Devi, N., Kumari Bhatt, I., & Nazma. (2025). Training for tomorrow: enhancing digital competences among tourism students. *Current Issues in Tourism*, 1–16. <https://doi.org/10.1080/13683500.2025.2490617>
- Kumar, S., Kumar, V., Devi, N., & Bhatt, I. K. (2024). Impact of the metaverse on tourism and hospitality industry. In M. Valeri & A. Albattat (1st Eds. Pp 216-230), *Metaverse and tourism* (1st ed.). Routledge. <https://doi.org/10.4324/9781003497004>
- Kumar, S., Valeri, M., Kumar, V., Kumar, S., & Bhatt, I. K. (2023). Mapping the Research Trends on Sports Tourism and Sustainability: A Bibliometric Analysis. *Sport and Tourism*, 1-22. (Book chapter in Emerald Publishing Limited)
- Kumar, S., Kumar, V., Bhatt, I. K., & Kumar, S. (2023). Mapping Research Trends on Smart Tourism: A Bibliometric Analysis. *Digital Transformation of the Hotel Industry: Theories, Practices, and Global Challenges*, 87-109. (Book Chapter in Springer International Publishing)
- Bhatt I. K., Kumar V. (2020), Instagram as a new platform for political participation among Indian Youth: An Opinion study of university students, *BHU Management Review*, Vol 8, Issue 1&2, 2020, 24-33 <https://internet.bhu.ac.in/fms/BHUMgmReview/BHUMReview-Vol.8-24-33.pdf> (UGC Care Listed)
- Bhatt I. K., Kumar V., Impact of Coronavirus (covid-19) on Entrepreneurship: A critical Insight, *HANS SHODH SUDHA*, Vol. 1, Issue 4, (2021), pp. 5- 16, [https://www.hansshodhsudha.com/fourth issue/April-June%20article%201.pdf](https://www.hansshodhsudha.com/fourth%20issue/April-June%20article%201.pdf) (peer reviewed)
- Digital Transformation in Tourism Sector: Trends and Future Perspectives from a Bibliometric-Content Analysis. Accepted in *Journal of Hospitality and Tourism insights* (SCOPUS/WOS/ABDC/Citscore-4.5) Emerald publication.
- Family Businesses in the Tourism Industry: A Bibliometric Analysis Research Agenda". Accepted in *Journal of Service Research* (UGC Care list)

Conference Organization / Presentation (in the last three years)

- Presented a research paper titled "**Unlocking Tourism Potential: A Bibliometric Journey Through Social Media**" at the **International Conference on Building a Resilient Economy: Policies and Strategies for Sustainable Growth**, organized by **Jaipuria Institute of Management, Indirapuram, Ghaziabad**.
- Presented an research paper titled "**Mapping the Digital Frontier Through Digital Financial Literacy: A Systematic Literature Review and Future Direction**" Organised by School of Management and liberal arts career point university Hamirpur(HP) India.
- Presented a research paper titled "**Mapping the Digital Frontier Through Digital Financial Literacy: A Systematic Literature Review and Future Direction**" at the **5th International Conference on Global Financial and Business Environment (ICGFBE 2024)**, New Delhi Institute of Management (NDIM), Delhi, **20–21 December 2024**.
- Presented paper titled “Impact of Metaverse on the Tourism and Hospitality Sector: An Overview” on 16Th March 2023 at International Seminar on Experiential Tourism: The way forward” organised by Department of Tourism and Hotel Management, Govt. Arts and Science College Kondotty, Vilayil.
- Presented paper titled “Examine the relationship between observed Smart Tourism Technology experience, travel experience and future revisit intention”’s on 3rd May 2023 at 2nd International Conference on technology, innovation and sustainability in business management (ICTIs 2023) organised by Middlesex University, Dubai.
- Presented paper titled “Mapping Research On Impact Of Tourism & Hospitality Education In Entrepreneurship Program: A Bibliometric Analysis From Scopus Database” at the Two Day Virtual International Conference on “Recent Advances In Sustainable Practices, Social Innovations And Entrepreneurship” held on 17th & 18th February, 2022.
- Presented a paper titled “Family businesses in the tourism Industry: A Bibliometric Analysis Research Agenda” in the 2 Day online Conference on “ Recent trends in Hospitality, Culinary and Business” organized by Vedatya Institute under the aegis of Services research on 8th and 9th December 2022 and got the **Best paper award** for the same.

Research Projects (Major Grants/Research Collaboration)
NA
Awards and Distinctions
Got best paper award for the paper titled “Family businesses in the tourism Industry: A Bibliometric Analysis Research Agenda” presented in the 2 Day online Conference on “Recent trends in Hospitality, Culinary and Business” organized by Vedatya Institute under the aegis of Services research on 8 th and 9 th December 2022.
Association with Professional Bodies
NA
Other Activities
- Participated in the One-day Faculty Development Workshop on Entrepreneurship Curriculum and Pedagogy, organized by the Delhi School of Skill Enhancement and Entrepreneurship Development at Daulat Ram College, University of Delhi, on 11 March 2026. - Successfully completed the "Introduction to Artificial Intelligence" course conducted by IIT Madras under Mission Karmayogi as part of Sadhana Saptah, on 7 April 2026. - Successfully completed the "Artificial Intelligence for Karmayogis" course offered by Karmayogi Bharat under Mission Karmayogi as part of Sadhana Saptah, on 7 April 2026. - Successfully completed the "Yuva AI for All" programme conducted by IndiaAI under Mission Karmayogi as part of Sadhana Saptah, on 7 April 2026. - Completed One month Online Induction Training/orientation programme for Faculty In Universities/ Colleges/institutions Of Higher Education, organized by Guru Angad Dev Teaching Learning Centre at Khalsa College from 25th February 2023 to 27th March 2023 with A grade. - Completed two weeks online Refresher Course, Managing Online Classes and co-creating MOOCs 27.0, June 6, 2023- 20 June 2023, organized by Teaching Learning Centre, Ramanujan College, University of Delhi with A+ grade. - Completed online FDP on Waste Management During Pandemic and Its Impact on Circular Economy from 22nd November 2021 to 26th November 2021 organised by Mahatma Hansraj Faculty Development Centre, A Centre of MoE, Govt. of India Under Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMSTT). - Completed 1 Week online FDP on “Global Economy, Finance, Industry and Business: Emerging trends and challenges” from 24th February 2021 to 3 March 2021 organised by Shyama Prasad Mukherjee College for Women under the aegis of Ministry of Human Resource Development. - Completed 1 week PDP on “Strategies of effective classroom teaching” on 26th July 2021 to 1st August 2021 organised by Patrician College of Arts and Science, Chennai. - Attended special lecture on "Managing References and Citations With Mendeley" on 17th June 2023 at 2:00PM on Google Meet organised by Department of Commerce, Delhi School of Economics, University of Delhi. - Creative editor 7th Issue Combuzz 2021, Annual Newsletter, Department of Commerce. - Attended online workshop on “Basic and Advance Tally with GST” organized by Seminar Committee, Shri Ram College of Commerce, University of Delhi on 13th and 14th January 2023.