**DR. PINKI GUPTA**

Designation: Associate Professor

Subject: Commerce

D. O. B. 03-07-1983

D. O. J. 11-07-2008

**ACADEMIC QUALIFICATIONS**

# M. Com, UGC NET, M. Phil., Ph. D.

Topic of M Phil: “A Study of Perception of Customers Towards Cellular Services”

# Topic of Ph D: “Promotional Strategies of Wireless Telecommunication Service Providers in Haryana"

# ORIENTATION/ REFRESHER COURSE/ FDPS

* + Orientation course of 28 days w. e. f. 31-05-10 to 26-06-10 at Guru Jambheshwar University of Science and Technology, Hisar.
  + Two days National symposium cum Workshop on Excellence through Quality in Higher Education: Measures for Sustenance and Enhancement (Role of IQAC) on 24/25-02-11 at Guru Nanak Khalsa college, Yamunanagar.
  + Refresher course of 21 days w. e. f. 30-05-12 to 19-06-12 in **Business Studies (Commerce, Management, Economics and Tourism)** at Guru Jambheshwar University of Science and Technology, Hisar.
  + Refresher course of 21 days w. e. f. 01-12-17 to 21-12-17 in **Research Methodology and Data Analysis (Inter Disciplinary)** at Punjabi University, Patiala.
* Three days **Skill Building Workshop** from 01-02-2018 to 03-02-2018 organised by G M N College Ambala Cantt.
* Three days national CRE workshop w. e. f. 29-01-2020 to 31-01-2020 on **Positive Parenting and Character Strengths** by GMN College in collaboration with Indian Association of Health, Research and Welfare.
* Five Days FDP w. e. f. 27-04-2020 TO 01-05-2020 FDP ON **Moodle** by GMN College, Ambala Cantt in collaboration with IIT Bombay Spoken Tutorial.
* Faculty Development Programme: National webinar entitled **Challenges and Opportunities before Indian Higher Education due to Covid-19** organised by Guru Angad Dev Teaching Learning Centre SGTB Khalsa College, University of Delhi on 02 May 2020.
* Five days FDP on **E-Content development** organized by GMN College Ambala Cantt. in association with International Institute of Organized Research (12OR) w.e.f. 30 May 2020 to 03 June 2020.
* Five days FDP w. e. f. 20-07-20 to 24-07-20 on **Research paper Writing using Latex** organized by Green Thinkerz in association with Spoken Tutorial Project,IIT Bombay
  + Online short term course on **Research Methodology** organized by UGC HRDC, BPS Mahila Vishwavidyalay, Khanpur Kalan (Sonipat) w. e f. 04 Jan 2021 to 10 Jan 2021.
* Workshop on **NAAC Assessment and Accreditation** organized by IQAC, SD College Ambala Cantt under UGC Paramarsh Scheme on 12 Feb 2021.
* Workshop on **Intellectual Property Rights & IP Management** for Innovation and Start-ups organized by IIC 3.0, Maharaja Agrasen Institute of Technology in collaboration with HIMCOSTE, Shimla on 17 March 2021.
* One Week National Workshop w.e.f.18-08-2021 to 25-08-2021 on **Research Methodology And Data Analysis** organized by Maharaja Agrasen University In Association With Maharaja Agrasen Institute of Technology (MAIT) & Maharaja Agrasen Institute of Management Studies (MAIMS).

# PAPER PUBLICATION IN JOURNALS/ EDITED BOOKS

* Research paper on, ‘Perception of Customers Towards Cellular Phone Services’, “International Journal of Informatic and Futuristic Research”, with ID IJIFR/V2/E7/044, Pg. N. 2023-2033, Vol.2, Issue-7, march 2015, ISSN(Online) 2347-1697
* Research paper on “Challenges to the Democracy in India with reference to Industry” in “ Dynamics of Democracy and Electoral Reforms in India” with ISBN 978-93-82968-88-7
* Research paper on “Challenges of working women”, “Challenges in Gender Sensitization” on 23 Feb, 2019 with ISBN: 978-93-86695-12-3 in 2019
* Research paper on “A Synoptic view of criteria IV: Infrastructure & Learning Resources of Self Study Report(SSR)”, Role of Stakeholders in Imparting Quality Higher Education ,” with ISBN 978-93-86695-29-1
* Research paper on “Work-Life Balance: A Challenge for Women”, “Gyan Vimarsha: An Inter-disciplinary Research Journal” with ISSN: 2581-6845
* Research paper on” E-Commerce in India: Impact on Business and Society”, “Exploring New Frontiers of the Business: Opportunities and Challenges on 20-03-21 with ISBN: 978-93-90818-65-5
* Research paper on “Recent Trends in Indian Telecommunication Industry” in “Role of ICT during Covid-19” on 23 Feb,2019 at Aggarwal College, Ballabhgarh in International Conference with ISBN: 978-81-952920-0-4 in 29,30 Jan, 2022.
* Research paper on “An analysis of various elements of promotion mix of telecom service providers in Haryana” in “Journal of Education” a UGC Care Listed, Peer reviewed and Refereed Journal with ISSN: 0972-7175 with impact factor 5.8
* Research paper on the topic “An Analysis of Factors Influencing Promotion Mix of Leading Telecom Service Providers in Haryana” in “Kanpur Philosophers: International Journal of Humanities, Law and Social Sciences” with ISSN 2348-8301, Vol. IX, Issue 1, No.07: 2022, UGC CARE Approved, Group I, Peer Reviewed and Refereed Journal.
* Research paper on the topic “A Study of Consumer Buying Behaviour in Telecom Service Providers in Haryana” in “International Journal of Multidisciplinary Educational Research (IJMER)” with ISSN 2277-7881, Vol 12, issue 3(3), March 2023with JISRAF impact factor 8.017 and registered in Publon Group (Web of Science) and Scopus review ID: A2B96D3ACF3FEA2A, UGC Approved Journal: serial No: 41602(2017)

# PAPER PRESENTATION IN NATIONAL/ INTERNATIONAL SEMINARS

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| **Sr.**  **No** | **Date** | **College** | **Level** | **Topic of seminar** | **Topic of Paper** |
| 1. | 11-03-  13 | G.M.N. College | National | Drug De-Addiction | A Study of Drug Abuse in India |
| 2. | 28/29-  10-13 | Govt.College, Sidhrawali Gurgaon. | National | Remote Sensing and Environmental Studies: A  Geographical Perspective | Environmental Studies &Legal Issues: Necessity and Success |
| 3. | 29/30-  01-16 | Govt.College, Sidhrawali Gurgaon. | Inter national | Disaster Management: Issues and challenges | A study of management of disaster in Indian corporate sector |
| 4. | 06-02-  2016 | Govt.College, Ambala Cantt | National | Contemporary Issues and Challenges in Business  Environment | Emerging Issues, Challenges and solutions of Digital Marketing |
| 5. | 16-03-  16 | S.D. College, Ambala Cantt. | National | Strategic Role of Information Technology in Empowering  Commerce | E-Business Issues with Special Reference to Mobile phone |
| 6. | 28-01-  2017 | Govt.College, Sidhrawali  Gurgaon. | Inter national | Water Management: Issues and Challenges | Water Quantity and Quality Assessment in India |
| 7. | 03-02-  2017 | G.M.N.College, Ambala Cantt. | National | Dynamics of  Electoral reforms and Democracy in India | Challenges to the Democracy in India with reference to Industry |
| 8. | 04-02-  2017 | G.M.N.College,  Ambala Cantt. | National | NAAC and Higher  Education in India | Role of NAAC in promoting  Quality in Higher education |
| 9. | 10-03-  2017 | G.M.N.College, Ambala Cantt. | National | Beti Bachao- Beti Padhao | Work Life Balance: A Challenge for Working  Women |
| 10. | 12-08-  2017 | G.M.N.College, Ambala Cantt. | National | Sanskrit:  Misconceptions regarding employment and solutions | Vedas and Business Management |
| 11. | 25-10-  2017 | Rajiv Gandhi  Govt. College, Saha | National | Swachh Bharat  Abhiyan: Issues and Challenges | Corporate India and Swachh Bharat Compaign |
| 12. | 30/31-  03-  2018 | G.M.N.College, Ambala Cantt. | National | Role of IPRs in Present Scenario | Role of IPRs in Economic Development: a special emphasis on Industry related IPRs |
| 13. | 16-02-  2019 | G.M.N.College,  Ambala Cantt. | National | Issues and Challenges  in Road Safety | Road Traffic Accidents: A  challenge |
| 14. | 22-02-2019 | G.M.N.College,  Ambala Cantt. | National | Relevance of Swachh Bharat Internship Scheme: A Cleanliness Drive in Haryana | Swachh Bharat mission in Indian Industry |
| 15. | 23-02-2019 | G M N College  Ambala Cantt | National | Challenges in Gender Sensitization | Challenges of working women |
| 16. | 07-11-2019 | G M N College  Ambala Cantt | National | Role of Stakeholders in Imparting Quality Higher Education | A Synoptic view of criteria IV : Infrastructure & Learning Resources of Self Study Report(SSR) |
| 17. | 13-12-2019 | G M N College Ambala Cantt | National | Challenges to Biodiversity Conservation & Sustainable Development | Industrial waste: A Challenge to Bio Diversity Conservation |
| 18. | 11-02-2020 | Govt. P G College, Ambala Cantt | National | Entrepreneurship Development: Issues and challenges | Women Entrepreneurship: An Indian perspective |
| 19. | 25-12-20 | Green ThinkerZ Society , India | International Virtual Conference | Interdisciplinary Research for sustainable Development | A Comparative Study of Various Telecom service providers in India |
| 20. | 15-02-2021 | G M N College Ambala Cantt | International | Importance of Ethics in Management | Ethical Issues in Promotion Mix of Telecom Sector Companies in India |
| 21. | 16,17-02-2022 | School of Commerce KPR College of Arts Science and Reseach | International Conference | Advanced Research in Banking, Finance and research | A Review of Literature on Consumer Behaviour in Telecom sector |
| 22. | 24-01-2023 | Govt. P. G. College, Ambala Cantt | National | Research Methodology and its Application | Research Writing in Marketing |
| 23. | 16,17-02-2023 | G M N College Ambala Cantt | National | Higher Education Institutions(HEIs) : Assessment and Accreditation in the light of NEP 2020 Challenges and Opportunities | Holistic and Multidisciplinary Educationin Higher Education Institutions: A Prerequisite of NEP2020 and NAAC |
| 24. | 25-03-2023 | G M N College Ambala Cantt | Inter National | Emerging Trends & Challenges in Humanities, Education, Science and Social Sciences | Comparative study on Challenges Faced by Leading Telecom Service Providers in India |
| 25. | 28-03-23 | G M N College Ambala Cantt | National | Future Prospects of Entrepreneurship in India in view of NEP-2020 | Entrepreneurship Development and NEP 2020 |

# SEMINARS ATTENDED

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| Sr.  No | Date | College | Level | Sponsored  By | Topic |
| 1. | 06-03-09 | G.M.N. College | State | HEC,  Haryana | Relevance of basic Sciences  in Higher Education |
| 2. | 07-03-09 | G.M.N. College | National | HEC,  Haryana | Emerging Trends in  Computer and IT |
| 3. | 21-02-10 | G.M.N. College | National | HEC,  Haryana | Liberalization and its Impact  on Economic Development |
| 4. | 26/27-03-10 | G.M.N. College | National | HEC,  Haryana | Gender Sensitization on  Legal Rights of Women |
| 5. | 19-02-11 | Guru Nanak  Khalsa College Yamunanagar. | National | UGC | Women Empowerment: Rhetoric or Reality |
| 6. | 16/17-03-11 | Govt. PG  College,A/Cantt. | National | HEC,  Haryana | Consumer Protection and  Welfare in India |
| 7. | 15/16-03-13 | Dept. Of Commerce, KUK | National | ICSSR NW  Regional  Centre Chandigarh | Business Solutions for Sustainable and Inclusive Growth |
| 8. | 31-03-2018 | GMN College Ambala Cantt. | National | ICSSR- NW  regional centre,  Chandigarh | Contemporary relevance of Sardar Bhagat Singh |
| 9. | 20-08-2019, | MSME | National | Government Of India, Ministry Of MSME | Support for Entrepreneurial &Managerial development of MSMEs through Incubators, |
| 10. | 02 May,2020, | Guru Angad Dev Teaching Learning Centre SGTB Khalsa College, University of Delhi | National | Pandit Madan Mohan Malviya National Mission on Teachers and Teaching of MHRD | Challenges and opportunities before Indian Higher Education due to Covid 19, |
| 11. | 09-05-2020 | GMN College Ambala Cantt. | National | Rubrics Softcon Private Limited, Pune | NAAC Revised Accreditation Framework 2020 |
| 12. | 05-06-2020 | Maharaja Agrasen School of Management | National | Maharaja Agrasen School of Management | Investing in Minds to Improve Productivity |
| 13. | 08-06-20 | GMN College Ambala Cantt. | National | Alumni Association, GMN College, Ambala Cantt. | Coronavirus: Myth Exploded |
| 14. | 21-06-2020 | GMN College Ambala Cantt. | International | Deptt. Of Psychology and Alumni Association, | Managing Stress &Anxiety in the family during Covid-19 |
| 15. | 30-06-2020 | GMN College Ambala Cantt & RIMT University, Mandi Gobindgarh | National | IQAC Cell and Alumni Cell | Challenges and Opportunities in Higher Education after Covid-19 |
| 16. | 10-07-2020 | Aggarwal College Ballabgarh | National | IQAC | NAAC A & A process : Revised Accreditation Framework |
| 17. | 05-07-2021 | GMN College, Ambala Cantt | National | Department of Sociology | Relevance of Marxism in Contemporary Indian Society |
| 18. | 26-06-21 | GMN College, Ambala Cantt | National | Department of Hindi | Anya Hone ki Vyatha |
| 19. | 29-06-21 | GMN College, Ambala Cantt | National | Department of Commerce &Economics& management | Digital Technology in present Scenario |
| 20. | 30-06-21 | GMN College, Ambala Cantt | National | JRM Library | Academic Integrity: A Challege in Digital Era |
| 21. | 30-06-21 | GMN College, Ambala Cantt | National | Department of Management& Commerce | Career Opportunities for final year commerce and management students |

**ACADEMIC RESPONSIBILITIES**

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| **Session** | **Name of the committee** |
| 2008-09 | * Member of Anti Ragging Cell * Member of Commerce Association * Member of Discipline Committee |
| 2009-10 | * Member of Anti Ragging Cell * Committee Commerce Association * Member of Discipline Committee * Member of Admission Committee |
| 2010-11 | * Member of Anti Ragging Committee * Member of Women cell * Editor commerce section of Gandhi Path * Member of Commerce Association * Member of Discipline Committee * Member of Admission Committee |
| 2011-12 | * Member of Anti ragging Committee * Member of Women cell * Editor commerce section of Gandhi Path * Member of Commerce Association * Member of Discipline Committee * Member of Admission Committee |
| 2012-13 | * Member of Anti ragging Committee * Convenor Commerce Association * Member of Equal Opportunity Centre * Member of Discipline Committee * Member of Admission Committee |
| 2013-14 | * Convenor Commerce Association * Convenor BW college for UG programme * Convenor Business Skill Development Courses * Member of Discipline Committee * Member of Admission Committee |

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| 2014-15 | * Member of Purchase and Disposal Committee * Member of Personality development and placement Committee * Member of Advisory Committee * Editor of Planning forum of Gandhi Path * Convenor of Commerce Association * Member of Discipline Committee * Member of Admission Committee |
| 2015-16 | * Convenor of PCP classes of B Com * Member of Purchase and Disposal * Member of Research Development cell and Editorial Board of journal * Member of Advisory committee of Women cell * Editor of Planning forum of Gandhi Path * Member of Commerce Association * Member of Discipline Committee * Member of Admission Committee |
| 2016-17 | * Member of Purchase and disposal Committee * Member of Women cell * Editor of Planning forum of Gandhi Path * Member of Discipline Committee * Member of Admission Committee * Member of NAAC Committee * Member of Research Development cell and Editorial Board of journal * Member of Organising Committee of NAAC seminar on 04-02-2017 on “NAAC and Higher Education in India” * Member of Organising Committee of Women Cell seminar on 10-03-2017 on “Beti Bachao- Beti Padhao” |
| 2017-18 | * Member of Purchase and Disposal Committee upto December 2017 * Member of Women cell * Editor of Planning forum of Gandhi Path * In charge of Commerce Association * Member of Discipline Committee * Member of Admission Committee * Member of NAAC Committee * Member of Placement Committee * Member of UGC Committee * Member of Organizing Committee of national seminar on IPR |
| 2018-19 | * Member of NAAC Committee * Member of Timetable Committee * Member of Admission Committee * Member of Discipline Committee * Member of Placement Committee * Convener of UGC committee * Co-Ordinator of short- term course (Tally ERP and Business Accounting) * Co-Ordinator of Add on course (Business Skill Development) * In charge of Commerce Association * Member of Grievance Redressal Committee * Member of Attestation Committee |
| 2019-20 | * Worked as Bursar * Member of NAAC Committee * Member of IQAC Committee * Member of UGC Committee * Member of Timetable Committee * Member of Admission Committee * Member of Discipline Committee * Member of MOOC course * Member of Grievance Redressal Committee * Coordinator of one day NAAC sponsored national seminar organized on 07.11.2019 |
| 2020-21 | * Worked as Bursar * Deputy controller of university exams in college * Convenor of Fee concession and scholarship Committee * Convenor of PTM Committee * Member of NAAC Committee * Member of IQAC Committee * Member of Admission Committee * Member of Discipline Committee * Member of Finance Committee * Member of Publication Committee * Member of Grievance Redressal Committee |
| 2021-22 | * Deputy Controller of university exams in college * Convenor of Fee concession and scholarship Committee * Convenor of PTM Committee * Member of NAAC Committee * Member of IQAC Committee * Member of Discipline Committee * Member of Grievance Redressal Committee |
| 2022-23 | * Convenor of Time Table Committee * Convenor of Fee concession and scholarship Committee * Member of CRC/ Placement Committee * Member of Discipline Committee * Member of Grievance Redressal Committee * Member of Publication Committee * Member of NEP Committee * Joint Secretary of One day national seminar on 28-03-2023 on “Future Prospects of Entrepreneurship In India in View of NEP 2020” |