



Dr. Pinki

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Educational Qualification: Ph. D.(Marketing), M.Phil. (Gold Medalist), M.Com., B.Ed., B.Com. (Hons.) University (3rd Position), UGC NET& JRF

She has a rich teaching experience of more than 8 years in reputed Delhi University Colleges like Shri Ram College of Commerce, Deen Dayal Upadhyaya College and Keshav Mahavidyalaya etc. She did her graduation and post-graduation from Maharshi Dayanand University, Rohtak. She has been the recipient of Best Student Award in B.Com. (H),2006 and Gold Medal in M.Phil.,2011. She has been awarded with Junior Research Fellowship from UGC in 2010. She has been awarded Ph.D. Degree by the Department of Commerce, Maharshi Dayanand University, Rohtak for her research work titled, 'Experiential Marketing Management: A study of Select Product and Market Segments'. She has a passion for teaching and research. She has to her credit 10 research papers published in leading National and International Journals. She has presented 5 research papers in National Seminars and 2 research papers in International Conferences. During her academic career, she has participated in various National Seminars and International Conference, 6 Workshops, 2 Symposium, 4 Faculty Development Programmes and various other activities. She is a lifetime member of Indian Commerce Association.

Area of Research: Marketing Management, Organizational Behaviour, Entrepreneurship Development, Accounting.

Subject Taught: Business Organisation and Management; Business Laws; Fundamentals of Computers; Corporate Accounting; Principles of Marketing; Human Resource Management; Auditing; Cost Accounting; Business Entrepreneurship and Management(FYUP); Business Data Processing-I; Business Data Processing- II; Business Ethics, Governance and CSR; Company and Compensation Laws; Computer Application in Business; Management Principles and Applications; Financial Markets, Institutions and Services; Operations Research; Organizational Behaviour.