

Title	Ms.	First Name	SHIKHA	Last Name	GARG	Photograph
Designation	ASSISTANT PROFESSOR (AD-HOC)					
Address (Campus)	VIVEKANANDA COLLEGE, VIVEK VIHAR, DELHI-110095					
(Residence)	QP-107, SECOND FLOOR, MAURYA ENCLAVE, PITAMPURA, DELHI- 110034					
Phone No. (Office)	22150100					
(Residence)						
Mobile	9958053020					
Fax						
Email	shikhag.70@gmail.com					
Web-Page						
Educational Qualifications						
Degree	Institution			Year		
M.Com	Sri Ram College Of Commerce, University of Delhi, Delhi			2016		
B.com(H)	Sri Guru Gobind Singh College Of Commerce, University of Delhi, Delhi			2014		
Career Profile						
Designation					Duration	
ASSISTANT PROFESSOR (AD-HOC)					2018	
Administrative Assignments						
Subjects Taught						
International Business, Management Accounting, Indian Economy, Tally, Insurance and Risk Management						
Areas of Interests: Finance, Tax, Accounting, Marketing						
Research Guidance:						
Publications profile:						
Conference organization/Presentations (in the last three years):						
'Tangible Products in Intangible World: A Study of the Effects of Product Placement in Digital Games' in ICSSR National Seminar on Governance in E-Commerce: Contemporary Issues and Challenges, organized by Maharshi Dayanand University, Rohtak, March 27-29,2018.						
Research Projects (Major Grants/Research Collaboration)						
Product Placement In Books And Novels, International Research Journal of Management Science & Technology Vol 8 Issue 4 [Year 2017] pp 42-49 ISSN 2250 – 1959.						
Product Placement In Video Games, International Research Journal of Management Sociology & Humanities Vol 8 Issue 4 [Year 2017] pp 141-152 ISSN 2277 – 9809.						

Concept Of Universal Basic Income In Indian Context, International Research Journal of Management Science & Technology Vol 8 Issue 5 [Year 2017] pp 20-25 ISSN 2250 – 1959.

Product Placement In TV Shows, International Research Journal Of Commerce, Arts And Science Volume 8 Issue 5 [Year - 2017] pp 154-159 ISSN 2319 – 9202.

Product Placement In Movies, International Research Journal Of Management Sociology & Humanities Vol 8 Issue 5 [Year 2017] pp 199-204 ISSN 2277 – 9809.

Product Placement- A Promotional Tool, International Research Journal of Management Science & Technology Vol 8 Issue 6 [Year 2017] pp 55-61 ISSN 2250 – 1959.

Product Placement On Blog, International Research Journal of Management Sociology & Humanities Vol 8 Issue 6 [Year 2017] pp 166-171 ISSN 2277 – 9809.

An Analysis And Viewpoint On Demonetization In Indian Economy, International Research Journal Of Commerce, Arts And Science Volume 8 Issue 7 [Year - 2017] pp 10-20 ISSN 2319 – 9202.

All India Goods And Service Tax, International Research Journal of Management Science & Technology Vol 8 Issue 7 [Year 2017] pp 40-45 ISSN 2250 – 1959.

Product Placement in Songs, Music Video And Rap Videos, International Research Journal of Management Sociology & Humanities Vol 8 Issue 7 [Year 2017] pp 10-17 ISSN 2277 – 9809.

Awards and Distinctions:

Association with Professional Bodies:

Other Activities

Attended one day Faculty Development Program on GST and Customs Law, organized by Department of Commerce of Vivekananda College on 13th January, 2018.
