


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					
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Educational Qualifications	M.Phil in Marketing					
Degree	Institution			Year		
M.Phil	Department of Commerce, Delhi School of Economics, University of Delhi			2019		
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)				From 2nd January 2018 till present		
Administrative Assignments						
Former member of IQAC committee and Placement Cell Current member of Women Development Cell and Eco Club						
Subjects Taught						
International Business, Financial Accounting, Corporate Accounting, Cost Accounting, Management Accounting, Indian Economy, Tally, Insurance and Risk Management, Training and Development, Advertising, Income Tax, Business Law, Cyber Crime and Laws, Collective Bargaining and Negotiation Skills, Financial Markets, Institutions and Services, Entrepreneurship Development						
Areas of Interests: Finance, Tax, Accounting, Marketing						
Research Guidance: Nil						
Publications profile:						
International Journals:						
Product Placement In Books And Novels, International Research Journal of Management Science & Technology Vol 8 Issue 4 [Year 2017] pp 49-56 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.

Consumer Skepticism Towards Advertising And Cause Related Marketing, International Journal of Research in Social Sciences Vol 9 Issue 1(2) [Year 2019] pp 211-218 ISSN 2249-2496.

Chapter in Book

Indian Food Processing Industry - Reshaping the Economic Development and Export of India, The Saga Of Food, Reflections On Technology And Culture, International Book House, Chapter 3, Year 2021, Pages 83-103, ISBN 978-93-83320-73-8

Conference organization/Presentations (in the last three years):

'Indian Food Processing Industry - Reshaping the Economic Development and Export of India' in Two days National Seminar on "Saga of Food: Politics, Aesthetics and Technology" from 13-14 March, 2019 organized jointly by IQAC & Department of Food Technology, Vivekananda College, University of Delhi.

"Right To Disconnect: A Way To Maintain Work-Life Balance" in Two days 7th Annual International Commerce Conference from Jan 17th -18th, 2020 organised by Department of Commerce, University of Delhi.

"An Investigation Into Movement Of Advertising Expenditure Of India In The Backdrop Of Covid-19" in Two days International Conference on Research in Management & Technology (ICRMAT-2021) from December 10th -11th, 2021 jointly organised by Faculty of Business and Management

& Faculty of Accounting and Auditing, Hanoi University of Industry, Hanoi, Vietnam

Research Projects (Major Grants/Research Collaboration)

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.

Completed Refresher Course in Commerce, SWAYAM ARPIT Online Course for Career Advancement Scheme (CAS) promotion coordinated by Shri Ram College of Commerce, University of Delhi.

Participated in "Online Quiz on Basic Economics" organized by Department of Economics, St.Peter's Institute of Higher Education and Research, Avadi, Chennai-600 054 held from 5th-10th June, 2020.

Attended webinar on "Exploring the Possibilities of adopting Google Tools in Online Teaching & Learning Process" organised by SmartSIKSHAA

Participated in workshop on "Smart Skills for Online Teaching" organised by SmartSIKSHAA

Attended National Webinar on "Impact of Lockdown & COVID-19 on Financial Markets in India: The way forward" on 6th May,2020 organised by Atma Ram Sanatan Dharma College, University of Delhi.

Attended National Webinar on "Cyber Security for Women" on 8th May,2020 organised by Lakshmibai College, University of Delhi and Delhi State Legal Services Authority.

Attended National Webinar on "Comparative Evaluation of Old Tax Rates Regime Vs New Tax Rates Regime for FY 2020-21" on 14th May,2020 organised by Bharti College, University of Delhi.

Attended National Webinar on "Revisiting Marketing in the Covid-19 Era" on 14th May,2020 organised by Department of Commerce, Dyal Singh College (Day), University of Delhi under the aegis of IQAC

Attended National Webinar on "Economic Crisis And Its Redressal During Pandemic" on 15th May,2020 organised by Department Of Chemistry, Bhaskaracharya College of Applied Sciences, University of Delhi.

Attended National Webinar on "Plagiarism: Issues and Challenges" on 15th May,2020 organised by

Maitreyi College, University of Delhi.

Attended National Webinar on “NAHI MEANS NO: Empower Yourself With A No” on 15th May,2020 organised by Bhagini Nivedita College, University of Delhi.

