

# Shri Ram College Of Commerce

University Of Delhi



## 10-DAY IQAC FACULTY RESEARCH SERIES

***Platform:  
Zoom Meets***

**July 11th to July 20th, 2022**

# SHRI RAM COLLEGE OF COMMERCE



## About the College

Established by Sir Shri Ram, renowned industrialist and nation builder, as the first specialized College for commercial education in the University of Delhi, Shri Ram College of Commerce had its humble origins as the Commercial College in a small bungalow at Darya Ganj in 1926. Today, with over nine decades of excellence, Shri Ram College of Commerce is a pioneer in the field of Commerce, Economics and Management education in India. With a vision of being “A College of Global Choice” driven by a mission of “Achieving and sustaining excellence in teaching and research, and enriching local, national and international communities through the research, the skills of alumni, and the publishing of academic and educational materials”, Shri Ram College of Commerce aims at integration of the highest standards of quality in every aspect of its institutional functioning, from imparting education to development of the nation. Over ninety years of an ever evolving existence has enabled the College to specialise and excel extensively in the knowledge, application, value, principle, ethical, and society oriented delivery of the discipline of Commerce, Economics and Management. As an enlightened institution of academic excellence, the College is devoted to enlarging, enhancing and enriching the horizons of academic, professional, personal and social growth of the global academic community and simultaneously engaging in broadening the scope of its institutional, social and, national outreach. The College is rated 'A+' by National Assessment and Accreditation Council, and has been consistently ranked as the number 1 College for Commerce Education by India Today Group Best Colleges Survey in the country.

**The College also has its own research journal by the name of 'Business Analyst', which is published by Emerald.**

# INTERNAL QUALITY ASSURANCE CELL



## About IQAC

In pursuance of the National Action Plan of the National Assessment and Accreditation Council (NAAC), Bangalore, for performance evaluation, assessment and accreditation and quality up-gradation of institutions of higher education, the NAAC proposed that every accredited institution establish an Internal Quality Assurance Cell (IQAC) as a post-accreditation quality sustenance measure. Since quality enhancement is a continuous process, the IQAC will become a part of an institution's system and work towards realizing the goals of quality enhancement and sustenance. The prime task of the IQAC is to develop a system for conscious, consistent and catalytic improvement in the performance of institutions. The IQAC will make a significant and meaningful contribution in the post-accreditation phase of institutions. During the post-accreditation period, the IQAC will channelize the efforts and measures of the institution towards academic excellence. The IQAC, SRCC will specifically focus on the creation of an institution-wide synergy imbibing the constituent efforts and feedback of the stakeholders viz. the teaching and non-teaching staff, the students, alumni, parents and others to generate quality sustenance and enhancement.





# STUDENTS QUALITY ASSURANCE CELL



## About SQAC

The Internal Quality Assurance Cell (IQAC) is a UGC-mandated body formed with the vision to channel the efforts and measures of the institution towards academic excellence and progress. The SQAC was formed with the objective to facilitate greater permeation of quality initiatives amongst the students and promote a holistic environment in the College as per the guidelines mandated by NAAC. The SQAC has been constituted to achieve the following objectives:

- Help evolve conscious and catalytic systems in College towards quality sustenance and enhancement.
- Assist the IQAC in the collection of data relating to student societies, activities, placements, speakers etc.
- Assist the IQAC in the creation of newsletters and other important print and online material, including comprehensive reports/write-ups.
- Assist the IQAC in organizing workshops/conferences/seminars/webinars/speaker and enrichment sessions.
- Organizing important activities for the students of the College from time to time and collaborating with other societies/bodies/cells in the College for the same.
- General Assistance to the IQAC in other matters as deemed necessary.

# ABOUT FACULTY RESEARCH SERIES



Faculty Research Series is an online pan India research programme in which faculty members of Shri Ram College of Commerce will showcase their research and knowledge. This research series includes topics on the themes of sustainability, marketing, financial aspects, women in decision making, etc. The faculty members are embedded with practical experience that will help participants to learn the applicability of the topics in real life.

This programme invites students, teachers and researchers across the country to participate in this insightful series of sessions. This ten day programme comprises multiple speakers from diverse fields and areas of expertise. The participants will get an opportunity to learn more about the topic of their interest and expand their horizons of understanding.

This Faculty Research Series (FRS) consists of work done by faculty members of Shri Ram College of Commerce, University of Delhi. Some of the papers of this research series have been presented in the International Conference held in Seoul, South Korea organised jointly by Yangon University of Economics (YUE, Myanmar), Korea Myanmar Research Association (KOMYRA, South Korea), Kyung Hee University (KHU, South Korea) and Office of International Programmes, Shri Ram College of Commerce (SRCC – OIP, India).

10 DAYS

19 Sessions

19  
Resource  
Persons

∞ Learning



## OBJECTIVE

- ❖ The Faculty Research Series is being conducted with the objective that research enthusiasts across all higher education institutes in the country are able to learn and enhance their knowledge in the field of research.
- ❖ The participants will get a chance to interact and learn from the esteemed faculty of Shri Ram College of Commerce and take insights from the research they undertaken by them.
- ❖ This series also aims to provide perspectives and understanding on the various relevant research topics across the world
- ❖ The faculty members of the college have put immense effort and dedicated their valuable time to research the topics relevant to the economy, financial, and global economic issues and formulated it in the form
- ❖ Participants will get a chance to explore the topics of their interest and learn the method to structure their research and present it in the form of a research paper.

## MODE

The Ten-Day Online Faculty Research Series will be held on the Zoom Meet Platform. Participants would be intimated of the digital platform and the meeting links in the confirmation mail. Sessions would be recorded. Feedback for FRS sessions would be taken on the online platform.

## OUTCOME

The deliberations and discussions in the Faculty Research Series will help enhance the knowledge and skills of faculty members and students in the Higher Education Institutions (HEI) in the country. Participants in the FRS would gain value-driven education, perspectives and understanding of the various relevant research topics, which will enable them to become better teachers, researchers, observers and practitioners of the subject in their daily lives, both professional and personal.

## WHO SHOULD ATTEND

The Ten-Day Online Faculty Research Series would be of immense interest to:

- ❖ Students & Faculty Members in Higher Education Institutions (HEIs)
- ❖ Research Scholars
- ❖ Student pursuing Postgraduate (PG) degrees
- ❖ Professionals from Government/Industry/Education Administration
- ❖ Principal and Teachers from schools

## REGISTRATION

Please register for the Online FRS through the link given here:

[Click here to Register Now](#)

There is a limited number of seats. Thus, registration for the workshop shall be made on a 'first-come, first-serve basis'. Applicants will be added to the WhatsApp group for further communication & confirmation of their participation in the Online Faculty Research Series as per schedule.

## PAYMENT

The Online Faculty Research Series is *free of cost* to the registered participants.

## CERTIFICATE OF COMPLETION

A Certificate of Participation will be provided to all participants on successful completion of the Online Faculty Research Series. As per the guidelines, successful completion of the Faculty Research Series for certification requires participants to:

- ❖ Be registered for the Faculty Research Series
- ❖ Attend the Online FRS with a minimum of 80% attendance
- ❖ Provide Feedback on the completion of the FRS



# SESSION WISE SCHEDULE

Sessions	Theme	Timing	Name	Designation	Topics
1 11/07/22 (Monday)	Sustainability and CSR	4:00-4:30	Prof. Simrit Kaur	Principal	Environmental Sustainability, Trade and Economic Growth in India: Implications for Public Policy
		4:45-5:15	Dr. Aruna Jha	Associate Professor	Community-level CSR Implementation through the Lens of Institutional Theory: An Empirical Study
2 12/07/22 (Tuesday)	Sustainability and CSR	4:00-4:30	Dr. Mallika Kumar	Associate Professor	Formulation of Destination Branding Model for Tourism Cooperatives for Sustainable Development of Tourism
			Dr. Gaurav Rana	Assistant Professor	
		4:45-5:15	Dr. Gaurav Rana	Assistant Professor	Development of Hierarchical Model for Branding of Sustainable Indian Cooperative Movement
			Mr. Saurabh Gupta	Assistant Professor	
3 13/07/22 (Wednesday)	Financial Aspects	4:00-4:30	Dr. Naveen Mittal	Associate Professor	Comprehensive and Intensity of Capital Budgeting Process: How to Measure?
		4:45-5:15	Dr. Arjun Mittal	Assistant Professor	Time-Varying Linkages between Select Emerging Economies
4 14/07/22 (Thursday)	Higher Education	4:00-4:30	Ms. Kinneri Jain	Associate Professor	Towards Developing a Theoretical Framework for Measuring the Work Life Balance (WLB) of Teachers in Higher Education
		4:45-5:15	Dr. Saumya Aggarwal	Assistant Professor	Developing Organisational Culture in Higher Education: An Empirical Analysis of University of Delhi
5 15/07/22 (Friday)	Women in Decision Making	4:00-4:30	Dr. Vandana Jain	Associate Professor	Women Entrepreneurship, Innovation and Sustainability: A Comparative Study Between India and South Korea
		4:45-5:15	Ms. Varda Sardana	Assistant Professor	The Impact of Presence of Women on Board on Firm Financial Performance: An Empirical Analysis
6 16/07/22 (Saturday)	Globalisation and Internationalization	4:00-4:30	Dr. Dipika Bansal	Assistant Professor	Globalization-Accounting Interface: Analysis with Reference to India and South Korea
		4:45-5:15	Ms. Varda Sardana	Assistant Professor	Impact of Internationalization on Financial Performance: A Study of Family and Non-Family Firms



# SESSION WISE SCHEDULE

Sessions	Theme	Timing	Name	Designation	Topics
7 17/07/22 (Sunday)	Sustainability and CSR	4:00-4:30	Dr. Aasheerwad Dwivedi	Assistant Professor	India's Energy and Fiscal Transition
		4:45-5:15	Dr. Priyanka Aggarwal	Assistant Professor	Corporate Social Responsibility: An Empirical Study from Employees' Perspective
8 18/07/22 (Monday)	Marketing	4:00-4:30	Ms. Suman Si	Assistant Professor	Study of Social Media in Marketing of Luxury Brands: A Global Perspective
		4:45-5:15	Mr. Vikki Sharma	Assistant Professor	Digital Marketing Strategies in India: A Critical Examination
9 19/07/22 (Tuesday)	Country Sectoral Growth	4:00-4:30	Dr. Rajeev Jha	Associate Professor	Agriculture Sector in the Indian Economy
		4:45-5:15	Dr. Ravikant	Assistant Professor	Locating Reforms in Higher Education in India: A Special Focus on NEP 2020
10 20/07/22 (Wednesday)	Business Case	4:00-4:30	Ms. Ankita Tomar	Assistant Professor	Iladro: Journey of a Luxury Porcelain Brand in India
		4:30-5:00			Valedictory Session

# ORGANISING COMMITTEE

## Patron

**Prof. Simrit Kaur**

Principal, Shri Ram College of Commerce

## Coordinator

**Prof. C.S. Sharma**

Coordinator, IQAC, SRCC

### Co-Coordinator

**Dr. Naveen Mittal**

Associate Professor

### Co-Coordinator

**Ms. Varda Sardana**

Assistant Professor

## Students Quality Assurance Cell, SRCC

### Student Coordinators

Praveen Verma || Anmol Bhagat || Riya Suri || Tharrun || Aishwarya  
Thakur Anurag || Khushmeet || Aswathi || Kamya

# CONTACT US

For any queries related to the FRS, please contact:

**Prof. C.S. Sharma**

Coordinator, IQAC

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