

## CURRICULUM VITAE

### **Dr. PINKEY**

Assistant Professor, Commerce

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Date of Appointment in Higher Education Department, J&K: 15-02-2017

Date of Joining in Higher Education Department, J&K: 16-02-2017

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### CAREER OBJECTIVE

- To work in an intellectually stimulating and challenging environment with a dynamic work culture so as utilize my creativity, skills, knowledge and experience for the growth of the organization and me.

### ACADEMIC QUALIFICATIONS

2012-17	Ph.D, PG Department of Commerce, University of Jammu
June 2011	UGC-NET qualified in Commerce.
2008-10	M.Com, PG Department of Commerce, University of Jammu
2005-08	B.Com, Govt. Degree College, Kathua, University of Jammu
2005	12 <sup>th</sup> , Army School Damana, Jammu, J&K
2003	Kendriya Vidyalaya Arty Centre Nasik Road Camp, Maharashtra

### TEACHING EXPERIENCE

- Assistant Professor in the Department of Commerce, Government Degree College Kathua w.e.f 06-09-2023 to till date.
- Assistant Professor in the Department of Commerce, Government Degree College Billawar w.e.f 04-02-2021 to 04-11-2023.
- Assistant Professor in the Department of Commerce, Government Degree College Kathua w.e.f 16-02-2017 to 28-01-2021.

- Contractual Lecturer in The Management School, Kathua Campus, University of Jammu w.e.f 08-08-2014 to 15-02-2017.

### **SCHOLARSHIPS AND AWARDS**

2015	Indian Council of Social Science Research Award for Research Fellowship
2014	UGC: Rajiv Gandhi National Fellowship
2013	Award for Academic Excellence, SC Community
2008	Award for Overall First Position in Commerce, GDC Kathua

### **PAPERS PUBLISHED:**

1. Paper entitled “**Consumer Attitude towards Service Failure and Recovery in Higher Education**”, *Quality Assurance in Education*. (2015). Vol. 23, No.1, pp. 67-85. (Emerald Group Publishing Limited). (ISSN No. 0968-4883).
2. Paper entitled “**Role of Distance Education in Human Resource Development**” *International Journal of Research*, (2014). Vol.1, No.5. (ISSN No. 2348- 6848).
3. Paper entitled “**Identifying Satisfied/Dissatisfied Critical Incidents in Higher Education**” *Quality Assurance in Education*, (2013). Vol. 21, No.3, pp. 211-222. (Emerald Group Publishing Limited). (ISSN No. 0968-4883).

### **APPRECIATION CERTIFICATES RECEIVED:**

1. Certificate of Participation received by Ministry of Environment, Forest and Climate Change, GOI for participation in the Unite for Nature Pledge on 3<sup>rd</sup> June 2024.
2. Certificate of Participation received by Ministry of Health and Family Welfare, GOI for participation in the No Tobacco Pledge on 1<sup>st</sup> June 2024.
3. Certificate of Participation received by National Commission for Women for participation in the Pledge for Women Rights on 10<sup>th</sup> May 2024.
4. Certificate of Participation received by Ministry of Law & Justice for participation in the Panch Pran Pledge on 10<sup>th</sup> May 2024.
5. Certificate of Participation received by Ministry of Road Transport and Highways, GOI for participation in the Road Safety Pledge on 10<sup>th</sup> May 2024.
6. Certificate of Appreciation received by Ministry of Power for participation in the Energy Conservation Pledge on 10<sup>th</sup> May 2024.

7. Certificate received from Department of Drinking Water and Sanitation, Ministry of Jal Shakti, Government of India for pledge undertaken under Swachh Bharat Mission Grameen on 18<sup>th</sup> October 2023.
8. Certificate of Appreciation from Ministry of Micro, Small & Medium Enterprises, Government of India for online pledge under My khadi, My Pledge on 12<sup>th</sup> October 2023.
9. Certificate of Appreciation received from Ministry of Youth Affairs and Sports and Ministry of Culture, Government of India for taking part in Meri Maati Mera Desh Program on 10<sup>th</sup> August 2023.
10. Certificate received from Flag Foundation of India for taking part in online Pledge dedicating herself to work for good of the country on 10<sup>th</sup> August 2023.
11. Certificate of Commitment received from Ministry of Defence, GOI for solidarity shown for 74<sup>th</sup> Republic Day on 25<sup>th</sup> January 2023.
12. Certificate of E-Voters' Pledge received from Chief Electoral Officer, Delhi for taking online pledge to uphold the democratic traditions of our country on 25<sup>th</sup> January 2023.
13. Certificate of Appreciation received from Faculty Induction Development Cell and School of Business Studies, Central University of Jammu for the participation in the National Workshop on "Intellectual Property Rights" on 20<sup>th</sup> January 2023.
14. Certificate of Appreciation is awarded by Government Degree College Billawar for dedicated services towards the successful organization of First International Conference in the College on the theme, Ethnobiology: Present and Future Perspectives" w.e.f 25<sup>th</sup> & 26<sup>th</sup> November 2022.
15. Certificate of Appreciation is awarded by Government Degree College Billawar for dedication and contribution towards overall development of the college on the eve of Teacher's Day, 2022.
16. Certificate of Appreciation received from Ministry of Culture, Government of India for successfully uploading a Selfie under Har Ghar Tiranga Campaign to mark Azadi Ka Amrit Mahotsav on 15<sup>th</sup> August 2022.

17. Certificate of Appreciation received from Government Degree College Kathua for acting as Resource Person in Series of Lectures on “Contemporary Business Practices” w.e.f 25<sup>th</sup> to 28<sup>th</sup> July 2022.

**REFRESHER/ FDP COURSES:**

1. Participated in the Two-Day NSS Orientation Workshop organized by the office of Program Co-Ordinator NSS, University of Jammu on 10<sup>th</sup> -11<sup>th</sup> June 2024.
2. Participated in the One Week Capacity Building Program on Innovative Pedagogical Approaches under NEP- 2020 organized by ICcCR & HRM, University of Jammu from 3<sup>rd</sup> to 7<sup>th</sup> June 2024.
3. Participated in the 8 Days Online NEP- 2020, Orientation and Sensitization Program under UGC-MMTTP organized by Aligarh Muslim University, Aligarh from 7<sup>th</sup> May to 15<sup>th</sup> May and obtained Grade A+.
4. Participated in the Skill Workshop on “Urdu Software” organized by Government Degree College Billawar on 4<sup>th</sup> May 2023.
5. Participated in the IP Awareness/ Training Program under National Intellectual Property Awareness Mission organized by Intellectual Property Office, India on 17<sup>th</sup> February 2023.
6. Participated in the IP Awareness/ Training Program under National Intellectual Property Awareness Mission organized by Intellectual Property Office and MOE’s Innovation Cell, India on 20<sup>th</sup> January 2023.
7. Participated in UGC Approved Short Term Professional Development Programme entitled “Implementation of NEP-2020 for University and College Teachers” and obtained Grade ‘A’ which was held from 21<sup>st</sup> to 29<sup>th</sup> September 2022.
8. Participated in Five Day Management Capacity Enhancement Program organized by IIM Jammu w.e.f 7<sup>th</sup> to 11<sup>th</sup> Feb 2022.
9. Two Week Refresher Course in Entrepreneurship Development Program for Commerce and Business Management jointly organized by the HRDC, TBS and Bhaderwah Campus, University of Jammu, Jammu w.e.f 15<sup>th</sup> to 28<sup>th</sup> February, 2021.
10. 39<sup>th</sup> General Orientation Course (GOC) of 28 days organized by the UGC-HRDC, University of Jammu w.e.f June 29<sup>th</sup> to July 26<sup>th</sup> 2018.

11. ICT based Faculty Development Program (FDP) on “Communication Skills: Instructional Planning and Delivery in teaching-learning process” organized by the International Centre for Cross Cultural Research and Human Resource Management (ICccR & HRM), University of Jammu, in collaboration with the National Institute for Technical Teachers’ Training and Research (NITTTR), Chandigarh, December 1<sup>st</sup> to 5<sup>th</sup>, 2014.

**RESOURCE PERSON IN VARIOUS PROGRAMS:**

1. Resource Person in the “Digital J&K Week celebration” in GDC Billawar on 3<sup>rd</sup> September 2023.
2. Keynote Speaker in the One Day Seminar on the topic “Digital J&K” on 28<sup>th</sup> July 2022 under the series of activities for the awareness program for “Digital J&K Week” in Government Degree College Billawar w.e.f 25<sup>th</sup> to 30<sup>th</sup> July 2022.
3. Resource Person in the Series of Lectures on “Contemporary Business Practices” in the Government Degree College Kathua w.e.f 25<sup>th</sup> to 28<sup>th</sup> July 2022.

**COORDINATOR/ ORGANIZING MEMBER OF VARIOUS ACTIVITIES:**

1. Organizing member in the Ten Days Summer Internship Training Program at JKEDI, Bari Brahmana, Jammu w.e.f 24<sup>th</sup> September 2024 in GDC Kathua.
2. Organizing member in the Guest Lecture on Communication skills for holistic development of students and financial literacy as a gateway to financial independence on 10<sup>th</sup> September 2024 in GDC Kathua.
3. Organized 3 activities under Nasha Mukt Bharat Abhiyan i.e. Pledge, Poster Making and Awareness Rally on 13<sup>th</sup> August 2024 in GDC Kathua.
4. Organized Awareness Lecture for the Introduction of Three New Criminal Laws on 8<sup>th</sup> August 2024 in GDC Kathua.
5. Organized Seminar on Vigilance Awareness Week in collaboration with ACB, Jammu on 7<sup>th</sup> August 2024 in GDC Kathua.
6. Organizing member in the Inter-College competitions in 4 categories i.e. Singing, Quiz, Essay and Painting for the celebrations of 77<sup>th</sup> year of Indian Independence on 10<sup>th</sup> August 2024 in GDC Kathua.
7. Organizing member in the Intra-College activities in which 4 Competitions were organized i.e. Singing, Painting, Quiz and Essay Writing on 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup> & 8<sup>th</sup> August 2024 for the 77<sup>th</sup> year of Indian Independence in GDC Kathua.

8. Nodal Officer for the Swachhta Pakhwada campaign in which 5 activities conducted i.e. Cleanliness Drive, Planation Drive, Swachhta Pledge, Wealth out of Waste Activity & Cleanliness Drive on 2<sup>nd</sup>, 3<sup>rd</sup>, 5<sup>th</sup>, 6<sup>th</sup> & 12<sup>th</sup> August 2024.
9. Organized Awareness Lecture on “Three New Criminal Laws” on 18<sup>th</sup> July 2024 in GDC Kathua.
10. Coordinator of Plantation drive on 11<sup>th</sup> July 2024 in GDC Kathua.
11. Coordinator for the celebration of International Day against Drug Abuse and Illicit Trafficking on 26<sup>th</sup> June 2024 in E-Pledge undertaken along with NCC Girls Cadets of in GDC Kathua.
12. Organizing member in the celebration of 10<sup>th</sup> International Yoga Day on 21<sup>st</sup> June 2024 in GDC Kathua.
13. Conducted Awareness Rally and Poster Making Activity on World Blood Donor Day on 19<sup>th</sup> June 2024 in GDC Kathua.
14. Organized Poster Making activity, Pledge ceremony, Plantation drive and Symposium on World Environment Day on 5<sup>th</sup> June 2024 in GDC Kathua.
15. Organized Webinar on World No Tobacco Day on 31<sup>st</sup> May 2024 in GDC Kathua.
16. Organized Reel Making Activity on Mother’s Day on 12<sup>th</sup> May 2024 in GDC Kathua.
17. Organized Poster Making Activity on World Red Cross Day on 8<sup>th</sup> May 2024 in GDC Kathua.
18. Organized Poster Making Activity on Earth Day on 22<sup>nd</sup> April 2024 in GDC Kathua.
19. Organized Rally for Voter’s Awareness Campaign on 2<sup>nd</sup> April 2024 in GDC Kathua.
20. Coordinator of NSS Seven Days Special Winter Camp w.e.f 13<sup>th</sup> to 19<sup>th</sup> March 2024 in GDC Kathua.
21. Organizing member in the 1<sup>st</sup> International Conference (ICHFYSS-2024) in GDC Kathua on 5<sup>th</sup> and 6<sup>th</sup> March 2024 in GDC Kathua.
22. Organized Symposium and Pledge Ceremony under “Mera Pehla Vote Desh Ke liye” on 4<sup>th</sup> March 2024 in GDC Kathua.
23. Organized Voter’s Awareness Rally and Voter’s Pledge on 15<sup>th</sup> & 16<sup>th</sup> February 2024 in GDC Kathua.
24. Organized Skit, Voter’s Pledge & Symposium on National Voter’s Day on 25<sup>th</sup> January 2024 in GDC Kathua.

25. Organized series of activities under Road Safety Month w.e.f 15<sup>th</sup> January to 14<sup>th</sup> February 2024 in GDC Kathua.
26. Organizing member for the smooth conduct of Symposium on the topic “Women at Workplace: Issues and Challenges” in GDC Kathua as on 23<sup>rd</sup> December 2023 in GDC Kathua.
27. Coordinator for the celebration of “Vigilance Awareness Week” on 2<sup>nd</sup> December 2023 in GDC Kathua.
28. Coordinator for the Live Telecast of Meri Mati Mera Desh on 31<sup>st</sup> October 2023 in GDC Billawar.
29. Coordinator for the celebration of Rashtriya Ekta Diwas on 31<sup>st</sup> October 2023 in GDC Billawar.
30. Organized Swachhta Pledge for the concluding ceremony of Special Swachhta on 31<sup>st</sup> October 2023 in GDC Billawar.
31. Organized Cleanliness and management activity on 30<sup>th</sup> October 2023 in GDC Billawar.
32. Organized activity “Maintenance of NSS Garden” on 28<sup>th</sup> October 2023 in GDC Billawar.
33. Organized “Awareness Rally on Special Swachhta Campaign 3.0” on 27<sup>th</sup> October 2023 in GDC Billawar.
34. Organized activity “Cleanliness Begins At Home” on 25<sup>th</sup> October 2023 in GDC Billawar.
35. Organized “Lecture Session” and “Screening of Motivational Video Film related to Clean India” on 21<sup>st</sup> October 2023 in GDC Billawar.
36. Organized Cleanliness Drive at Water Bodies on 19<sup>th</sup> and 20<sup>th</sup> October 2023 in GDC Billawar.
37. Organized Screening of Film on Khadi on 19<sup>th</sup> October 2023 in GDC Billawar.
38. Organized Pledge ceremony of Khadi Mahotsav on 18<sup>th</sup> October 2023 in GDC Billawar.
39. Organized Screening of Swachh Bharat Abhiyan on 18<sup>th</sup> October 2023 in GDC Billawar.
40. Organized Swachhta Pledge on 17<sup>th</sup> October 2023 in GDC Billawar.
41. Organized Amrit Kalash Yatra on 13<sup>th</sup> October 2023 in GDC Billawar.

42. Organized Pledge ceremony on Meri Mati Mera Desh Campaign on 11<sup>th</sup> October 2023 in GDC Billawar.
43. Coordinator of Essay Writing Competition on HIV AIDS under RRC on 26<sup>th</sup> September 2023 in GDC Billawar.
44. Coordinator of Declamation competition on Truth and Non-Violence on 22<sup>nd</sup> September 2023 in GDC Billawar.
45. Coordinator of Quiz Competition on Gandhian Philosophy of Life on 21<sup>st</sup> September 2023 in GDC Billawar.
46. Coordinator of Poster making Competition on Truth and Non-Violence on 21<sup>st</sup> September 2023 in GDC Billawar.
47. Coordinator of Essay Writing Competition on Truth and Non-Violence on 19<sup>th</sup> September 2023 in GDC Billawar.
48. Coordinator of Book reading from My Experiments with Truth on 25<sup>th</sup> September 2023 in GDC Billawar.
49. Organizing member in the celebration of Cyber Security Week on 21<sup>st</sup> September 2023 in GDC Billawar.
50. Participated in the Swachta Pledge and Cleanliness Drive Program on 16<sup>th</sup> September 2023 in GDC Billawar.
51. Organizing Secretary of Screening of Slide show on Sabarmati Ashram on 16<sup>th</sup> September 2023 in GDC Billawar.
52. Organizing Secretary of Screening of Mahatma Gandhi Biography on 15<sup>th</sup> September 2023 in GDC Billawar.
53. Organizing Secretary of Financial Literacy Camp on 6<sup>th</sup> September 2023 in GDC Billawar.
54. Organizing member in the Independence Day celebration on 15<sup>th</sup> August 2023 in GDC Billawar.
55. Organizing Secretary of the “Free Medical Camp” and “Extension Lecture” on Female Hygiene on 11<sup>th</sup> August 2023 in GDC Billawar.



56. Organized Online Essay Writing Activity on 3<sup>rd</sup> July 2023 and Short Video Making Activity on 7<sup>th</sup> July on the theme of “Contributions to National Freedom Struggle by the leaders of JK” in GDC Billawar.
57. Organizing Secretary for the Online Poster Making Activity on the theme of “Unity in Diversity” on 30<sup>th</sup> June 2023 in GDC Billawar.
58. Organizing Secretary of the Webinar on “Highlighting the substantial contributions to National Freedom Struggle by the leaders of JK” on 24<sup>th</sup> June 2023 in GDC Billawar.
59. Organizing Secretary of National Webinar on “Financial Empowerment and Career Opportunities in Securities Market” on 8<sup>th</sup> June 2023 in GDC Billawar.
60. Coordinator of the Webinar on the theme of “Intellectual Property Rights” on 26<sup>th</sup> April 2023 in GDC Billawar.
61. Organizing member in the Poster Making Competition on the theme “Say No to Drugs” on 20<sup>th</sup> April 2023 in GDC Billawar.
62. Coordinator of the Skill Based Training Program on Financial and Capital Market in collaboration with BSE Institute India w.e.f 15<sup>th</sup> to 25<sup>th</sup> March 2023 in GDC Billawar.
63. Organizing member in the National seminar on Sustainable Development and Climate Change on 17<sup>th</sup> March 2023 in GDC Billawar.
64. Coordinator of Essay Writing Competition on the occasion of World Consumer Rights Day on 14<sup>th</sup> March 2023 in GDC Billawar.
65. Coordinator for the Seminar and Free Medical Camp for celebration of International Women’s Day on 8<sup>th</sup> March 2023 in GDC Billawar.
66. Coordinator for the Five-Day Workshop on “Federal Finance and Law of Contract” w.e.f 10<sup>th</sup> to 14<sup>th</sup> February 2023 in GDC Billawar.
67. Coordinator for Essay Writing and Poster making competition on World Cancer Day on 4<sup>th</sup> Feb 2023 in GDC Billawar.
68. Organizing member in the Two Days International conference on “Ethnobiology: Present and Future Perspectives” on 25<sup>th</sup> and 26<sup>th</sup> November 2022 in GDC Billawar.
69. Co-Convener in the celebration of Rani Lakshmi Bai Jayanti on 19<sup>th</sup> November 2022 in GDC Billawar.

70. Coordinator of Jawaharlal Nehru Jayanti on the eve of Children's Day on 14<sup>th</sup> November 2022 in GDC Billawar.

71. Coordinator of the Seminar on the topic "Importance of Education in our Society" on the eve of National Education Day on 11<sup>th</sup> November 2022 in GDC Billawar.

72. Co-Convener in the "Rally against Drugs under Nasha Mukta Abhiyan" on 4<sup>th</sup> November 2022 in GDC Billawar.

73. Organizing member of various competitions and Felicitation Program for the participants of Government Degree College Billawar for their excellent performance at District Level Nehru Yuva Kendra on 21<sup>st</sup> October 2022 in GDC Billawar.

74. Organizing member in the Weeklong activities in Gandhi Jayanti Celebration specifically Poster Making Competition, Solo Song Competition, Screening of Slide Show on Sabarmati Ashram, Quiz Competition and Valedictory function w.e.f 19<sup>th</sup> to 1<sup>st</sup> October 2022 in GDC Billawar.

75. Organizing member in Seminar on "No Tobacco No Drugs" under Nasha Mukta Campaign on 6<sup>th</sup> September 2022 in GDC Billawar.

76. Organizing member in the series of activities for Teacher's Day celebration w.e.f 5<sup>th</sup> Sep to 9<sup>th</sup> September 2022 in GDC Billawar.

77. Organizing Member in the Intercollegiate Tournament on "National Sports Day" on 29<sup>th</sup> August 2022 in GDC Billawar.

78. Organizing Member in the in the various activities namely Online Video Lecture on the topic "Rules to Hoist Flag of India" (21<sup>st</sup> July), Essay writing Competition (26<sup>th</sup> July), Poster Making Competition (29<sup>th</sup> July), Awareness Rally (2<sup>nd</sup> August), Cleanliness Drive in the College Premises (4<sup>th</sup> August) and Independence Day Celebration (15<sup>th</sup> August) under "Har Ghar Tiranga Campaign" w.e.f 21<sup>st</sup> July to 15<sup>th</sup> August 2022 in GDC Billawar.

79. Organizing Member in the in the various activities specifically Essay writing and Poster Competition (25<sup>th</sup> July), Quiz Competition (26<sup>th</sup> July), Awareness Rally (27<sup>th</sup> July) and One Online Seminar (30<sup>th</sup> July) on the occasion of "Digital Week Celebration" w.e.f 25<sup>th</sup> July to 30<sup>th</sup> July 2022 in GDC Billawar.

80. Organizing Member in the "Awareness Program on Hepatitis related illness" on "World Hepatitis Day" on 28<sup>th</sup> July 2022 in GDC Billawar.

81. Organizing Member in the Debate Competition and Plantation Drive on the occasion of “73rd Van Mahotsav” on 23<sup>rd</sup> July 2022 in GDC Billawar.
82. Co-convener in the “One Day Seminar” on the occasion of “National Doctors’ Day on 1<sup>st</sup> July 2022 in GDC Billawar.
83. Coordinator in Poster and Slogan Writing Competition on World Blood Donors Day on 14<sup>th</sup> June 2022 in GDC Billawar.
84. Coordinator in the Rally, Seminar, Poster and Slogan Writing Competition on World No Tobacco Day on 31<sup>st</sup> May 2022 in GDC Billawar.
85. Coordinator in One Day Seminar on International Day of Aids Vaccine on 18<sup>th</sup> May 2022 in GDC Billawar.
86. Coordinator in Essay Writing on Rabindranath Tagore Jayanti on 9<sup>th</sup> May 2022 in GDC Billawar.
87. Coordinator in Poster and Slogan Writing Competition on the theme of “Be Human Kind” for the celebration of World Red Cross Day on 8<sup>th</sup> May 2022 in GDC Billawar.
88. Organizing Member in the Essay Writing Competition on Mother’s Day on 8<sup>th</sup> May 2022 in GDC Billawar.
89. Organizing Secretary in the National Webinar on the topic “Contributions of Dr. B.R. Ambedkar” on the eve of Dr. B.R Ambedkar Jayanti on 13<sup>th</sup> April 2022 in GDC Billawar.
90. Convener in Workshop on “Psycho-Social Skills of a Good Helper: Tackling the Covid Pandemic” organised by Red Ribbon Club, Government Degree College Billawar in collaboration with Mahatma Gandhi National Council of Rural Education” (MGNCRE) under the aegis of Higher Education Department, Ministry of Education, GOI on 9<sup>th</sup> July, 2021.
91. Convener in Inter College Poster and Slogan Writing Competition on the occasion of International Plastic Bag Free Day on 3<sup>rd</sup> July 2021 in GDC Billawar.
92. Organizing member in Inter College Painting Competition on “Ecosystem Restoration” on World Environment Day on 5<sup>th</sup> June 2021 in GDC Billawar.

93. Convener in National Webinar on “Strategy for Managing Personal Finance including Mutual Funds” organised by Department of Commerce, Government Degree College Billawar in collaboration with Association of Mutual Funds of India (AMFI) on 1<sup>st</sup> June, 2021.

94. Convener in National Webinar on “Financial Awareness and Consumer Training” organised by Department of Commerce, Government Degree College Billawar in collaboration with National Centre for Financial Education (NCFE) on 10<sup>th</sup> May, 2021.

**PAPER PRESENTED IN INTERNATIONAL CONFERENCES:**

1. Presented Paper entitled “Role of Sports Marketing in India” in the 1<sup>st</sup> International Conference on Health Fitness, Yoga and Sports Science” (ICHFYSS-2024) organized by IQAC and Department of Physical Education and Sports, Government Degree College Kathua, J&K in collaboration with Foundation for Global Community Health (GCH), United States of America (USA) on 5<sup>th</sup> and 6<sup>th</sup> March 2024.

2. Presented Paper entitled “Consumer Behaviour: An important dimension of behavioural Science” in the Two-Day International Conference on “Science for Survival: To Explore the Unexplored Dimensions” organized by Government College for Women Udhampur on 10<sup>th</sup> and 11<sup>th</sup> February 2023.

3. Participated in the International Seminar on “Doing and Publishing impactful Research in Marketing” held on 3<sup>rd</sup> February 2023 organized by Department of Marketing and Supply Chain Management and Department of Human Resource Management & Organizational Behaviour, School of Business Studies, Central University of Jammu on 3<sup>rd</sup> February 2023.

4. Presented Paper entitled “Exploration of Herbal Industry in India” in the Two-Day International Conference on “Ethnobiology: Present and Future Perspectives” organized by Government Degree College Billawar on 25<sup>th</sup> and 26<sup>th</sup> November 2022.

5. Paper presented entitled “The Impact of Covid-19 Pandemic on Corporate Social Responsibility” in A Multidisciplinary International Conference on “New Normal in India: Development and Dimension in Information Technology, Management, Commerce Science and Social Science” organised by S.S. Jain Subodh Girls P.G. College, Sanganer, Jaipur on March 19-20, 2021.

6. Paper presented entitled “M.K. Gandhi’s Philosophy of Education” in Two Day International Conference on “Revisiting the Virtues of Gandhian Philosophy: Relevance and Applicability in the 21<sup>st</sup> Century” organised by University of Jammu in collaboration with Central University of Jammu and Sarvodaya International Trust on November 7<sup>th</sup> - 8<sup>th</sup>, 2019.

7. Paper presented entitled “Role of Professional Competence, Emotional Intelligence and Perceived Justice in Service Failure and Recovery: A Road to sustain competitive advantage in Higher Education” in the International Conference on “Achieving Sustainable Competitive Advantage in the Global Business Era” organised by P.G. Department of Commerce, University of Jammu on 15<sup>th</sup>-16<sup>th</sup> December, 2015.

8. Paper presented entitled “Role of Distance Education in the Human Resource Development of India” in the 19<sup>th</sup> Annual International Conference of the Comparative Education Society of India (CESI) on the theme “Education for a changing World” held at University of Jammu, October 10<sup>th</sup>-12<sup>th</sup>, 2012.

#### **PAPER PRESENTED IN NATIONAL CONFERENCES AND SEMINARS:**

1. Presented Paper entitled “Consumer Behaviour: An important dimension of behavioural Science” in the Two-Day International Conference on “Science for Survival: To Explore the Unexplored Dimensions” organized by Government College for Women Udhampur on 10<sup>th</sup> and 11<sup>th</sup> February 2023.

2. Presented Paper entitled “Exploration of Herbal Industry in India” in the Two-Day International Conference on “Ethnobiology: Present and Future Perspectives” organized by Government Degree College Billawar on 25<sup>th</sup> and 26<sup>th</sup> November 2022.

3. Paper presented entitled “Best Education Apps in India” in One Day State Level Seminar on “Science and Technology” held at Government Degree College Billawar on March 23<sup>rd</sup>, 2021.

4. Paper presented entitled “Justice: A Tool for Better Service Experience” in Two Day National Conference on “Moving towards Sustainable Marketing Practices: Challenges and Opportunities” organized by The Department of Commerce (SAP: DRS-III), University of Jammu on August 29<sup>th</sup> - 30<sup>th</sup>, 2019.

5. Paper presented entitled “A Roadway for High Service Experience in Higher Education” in the National Seminar on “Curricular Concerns for Quality in Teacher Education” organized by The P.G. Department of Education, University of Jammu under UGC-SAP DRS-II on March 15<sup>th</sup>, 2019.

6. Paper presented entitled “How to develop women entrepreneurs” in National Conference on "Skill Enhancement Courses and Employment Generation (SECEG-2017) organised by The Department of Chemistry, Government Degree College (Boys) Kathua on December 19<sup>th</sup>, 2017.

### **NATIONAL WEBINARS/ WORKSHOPS/ SEMINARS**

1. Participated in the lecture on “Eat Healthy and Stay Healthy” organized by Department of Home Science in collaboration with IQAC of GDC Kathua on 4<sup>th</sup> December 2024.

2. Participated in the ICT based Two Day Training Program on “Handling of Smart Boards/ Panels/ APRs filling on Portal” and “J&K Attendance Portal and other Portals” for the faculty members of GDC Kathua on 28<sup>th</sup> and 29<sup>th</sup> November 2024.

3. Participated in the One Day National Seminar on Solid Waste Management organized by the Girdari Lal Dogra Memorial Government Degree College Hiranagar under the aegis of IQAC sponsored by the National Academy of Science India (Jammu Chapter) on 27<sup>th</sup> November 2024.

4. Participated in the Two Day Workshop on “Work Life Synergy: Strategies for Success” organized by GCW Bhagwati Nagar, Jammu as on 12<sup>th</sup> -13<sup>th</sup> November 2024.

5. Participated in the Lecture session for the celebration of Mathematics Day organized by Department of Mathematics, GDC Kathua as on 22<sup>nd</sup> December 2023.

6. Participated in the Two-Day Workshop on “Effective Tax Planning Strategies for Financial Management” organized by Government College for Women, Bhagwati Nagar, Jammu as on 20<sup>th</sup> and 21<sup>st</sup> December 2023.

7. Participated in the Interactive Lecture on Hormonal Associated issues in Girls” organized by Department of Zoology, GDC Kathua on 13<sup>th</sup> December 2023.

8. Participated in the National Webinar on “Financial Empowerment through Wealth Creation” organized in joint collaboration of Samyak Women’s Club, Ahmedabad, Gujarat and Association of Mutual Funds in India (AMFI) on 6<sup>th</sup> December 2023.
9. Participated in the National Seminar on “The relevance of Guru Nanak in Modern Age” organized by Department of Punjabi, GDC Kathua on 6<sup>th</sup> December 2023.
10. Participated in the National Webinar on “Financial Empowerment through Wealth Creation” organized by Aravali College of Engineering and Management Faridabad Haryana in collaboration with Association of Mutual Funds in India (AMFI) on 28<sup>th</sup> November 2023.
11. Participated in the National Webinar on “Managing Personal Finance and Wealth Creation” organized in joint collaboration of Department of Commerce, GDC Memorial College, Bahal, Haryana and Association of Mutual Funds of India (AMFI) on 2<sup>nd</sup> September 2023.
12. Participated in the National Webinar on “Financial Empowerment and Career Opportunities in Financial and Securities Market” organized in joint collaboration of Master of Finance and Control Program of Department of Accountancy and Business Statistics, Mohanlal Sukhadia University, Udaipur, Rajasthan and Association of Mutual Funds of India (AMFI) on 8<sup>th</sup> August 2023.
13. Participated in the National Webinar on “Medicinal Plants for Health and Wellbeing” organized by Internal Quality Assurance Cell (IQAC) in collaboration with Government Ayurvedic Hospital, Jammu on 31<sup>st</sup> July 2023.
14. Participated in the National Webinar on “Financial Empowerment and Career Opportunities in Financial and Securities Market” organized by Ramachandra College of Engineering (Autonomous), Eluru, AP in collaboration with Association of Mutual Funds of India (AMFI) on 4<sup>th</sup> July 2023.
15. Participated in the One Day Workshop on “Yoga for Mental Wellbeing” organized by Government Degree College Billawar on 20<sup>th</sup> May 2023.
16. Participated in the Seminar on “Catch the Rain, When it falls, Where it falls” organized by Nehru Yuva Kendra, Kathua at Government Degree College Billawar on 15<sup>th</sup> May 2023.
17. Participated in the One Day Seminar on “Suicide Prevention” Government Degree College Billawar organized by on 12<sup>th</sup> April 2023.

18. Participated in Three Day Workshop on Sericulture: An Alternate Source of Employment w.e.f 10<sup>th</sup> to 12<sup>th</sup> April 2023.
19. Participated in Workshop on Public Speaking organized by Government Degree College Billawar on 8<sup>th</sup> April 2023.
20. Participated in the National Webinar on “Financial Empowerment Through Wealth Creation” organized by Department of English, Sontali Anchalik College, Mahtoli, Kamrup, Assam in collaboration with Association of Mutual Funds in India (AMFI) on 10<sup>th</sup> November 2022.
21. Participated in the One Day National Level Webinar on “Financial Empowerment and Career Opportunities in Financial and Securities Market” organized by Student Welfare Cell and Department of Business Management, Yogi Vemana University, Kadapa, YSR District, Andhra Pradesh, India in collaboration with Association of Mutual Funds in India (AMFI) on 12<sup>th</sup> August 2022.
22. Participated in the National Webinar on “Financial Effects in Teacher Education in COVID Pandemic” organized by Sunrise Institute of Education & Technology, Gautam Budh Nagar, U.P in collaboration with Association of Mutual Funds in India (AMFI) on 19<sup>th</sup> July 2022.
23. Participated in the National Webinar on “How to Plan to Initiate your Dream Startup” organized by Udhampur Campus, University of Jammu in collaboration with University of Jammu Special Purpose Vehicle Foundation & University Business Incubation and Innovation Centre on 11<sup>th</sup> July 2022.
24. Participated in the National Webinar on “Derivatives: Innovation in the Era of Financial Market” organized by Udhampur Campus, University of Jammu in collaboration with University of Jammu Special Purpose Vehicle Foundation & University Business Incubation and Innovation Centre on 6<sup>th</sup> July 2022.
25. Participated in National Webinar “Mutual Funds - A Tool for Financial Empowerment” organized by Government College for Women Udhampur in collaboration with Association of Mutual Funds in India (AMFI) on 25<sup>th</sup> May, 2021.
26. Participated in National Webinar “Introduction to Stock Market Trading” organised by Rayat Bahra University, Mohali Campus on 18<sup>th</sup> May 2021.
27. Participated in National Webinar “Financial Awareness and Consumer Training (FACT)” organised by Government Degree College Banihal in collaboration with NCFE on 19<sup>th</sup> September 2020.



28. Participated in National Webinar “Investor Awareness Programme Including Mutual Funds during & after COVID-19” organised by Government Degree College Samba on 12<sup>th</sup> September 2020.
29. One Week National e-Workshop on “Leveraging Education for Harnessing Entrepreneurship, Research and Innovation” organised by Higher Education Department (H.E.D), Government of Jammu and Kashmir (UT) in collaboration with Grassroots Innovation and Augmentation Network (GIAN, India) held from September 7<sup>th</sup> - 12<sup>th</sup>, 2020.
30. Participated in Online National Mini Workshop Cum Webinar on “E-Content Development” organized by G.G.M Science College (A Constituent College of Cluster University of Jammu UT of Jammu and Kashmir) on 16<sup>th</sup> August 2020.
31. Participated in National Webinar “Holistic Mental & Emotional Well Being” organised by Psychological Cum Career Counselling & Placement Cell, Higher Education Department, Government of J&K and Government College for Women Parade Ground Jammu on 30<sup>th</sup> July 2020.
32. Participated in Webinar “How the Covid-19 will Effect Children’s Mental Health” organized by Department of Computer Sciences, Government S.P.M.R College of Commerce, Jammu in collaboration with IQAC on 1<sup>st</sup> June 2020.
33. Two-Day Workshop on “Capacity Building Workshop” organised by Department of HRM & OB, Central University of Jammu on 3<sup>rd</sup> - 4<sup>th</sup> May 2019.
34. Two-Day National Seminar on “Consumer Protection and Welfare” organised by Department of HRM & OB, Central University of Jammu on 1<sup>st</sup> - 2<sup>nd</sup> May 2019.
35. Five-Day Workshop on “Personal Grooming Through Aesthetic Skills” organised by the Centre for Women’s Studies, University of Jammu from 22<sup>nd</sup> - 26<sup>th</sup> April 2019.
36. One-Day Workshop on “Qualitative Data Analysis with Atlas-ti” organised by PG Department of Commerce (SAP-DRS-II), University of Jammu on 17<sup>th</sup> December 2015.
37. Three-Day Workshop on “Structural Equation Modelling” organised by PG Department of Commerce (SAP-DRS-II), University of Jammu, August, 15<sup>th</sup>-17<sup>th</sup>, 2014.

38. Two-Day Workshop on “Structural Equation Modelling” organised by PG Department of Commerce (SAP-DRS-II), University of Jammu, March 8<sup>th</sup>-9<sup>th</sup>, 2014.

39. Two-Day Workshop on “Financial Econometrics” organised by PG Department of Commerce (SAP-DRS-II), University of Jammu, Feb 28<sup>th</sup>-Mar 1<sup>st</sup>, 2014.

40. Three-Day Workshop on “Qualitative Analysis” organised by PG Department of Commerce (SAP-DRS-II), University of Jammu, Feb 12<sup>th</sup>-14<sup>th</sup>, 2014.

41. Ten-Day Workshop on “Short term course on Research Methodology”, ICSSR in collaboration with Department of Human Resource Management, Central University of Jammu and Baba Ghulam Shah Badshah University, Rajouri, June 3<sup>rd</sup>-12<sup>th</sup>, 2013.

42. Seven-Day Workshop on “Qualitative and Quantitative Research Methods” organized by PG Department of Commerce (SAP-DRS-II), University of Jammu, February 20<sup>th</sup>-26<sup>th</sup>, 2013.

43. Ten- Day Workshop on “Research Methodology and Application of SPSS for Data Analysis”, ICSSR in collaboration with Department of Statistics and Department of Economics, University of Jammu, February 18<sup>th</sup>-27<sup>th</sup>, 2013.

44. One-Day Scholars’ Seminar for Best Paper Award organized by P.G. Department of Commerce, University of Jammu on March 2<sup>nd</sup>, 2012.

45. One-day National Seminar on “Accounting Standards and Direct Tax Code” organised by P.G. Department of Commerce in collaboration with J&K Branch of NIRC of Institute of Chartered Accountants of India on Feb 6, 2012.

### **STUDY MATERIAL WRITTEN FOR DISTANCE EDUCATION, UNIVERSITY OF JAMMU**

**1. In the year 2023:** Study Material written for the subject “Financial Econometrics” (MCOMFE-455) for the M.Com 4<sup>th</sup> semester for the students of Distance Education, University of Jammu during the session 2023-24.

**2. In the year 2022:** Study Material written for the subject “Retail Management” (MCOMME-355) for the M.Com 3<sup>rd</sup> semester for the students of Distance Education, University of Jammu during the session 2022-23.

**3. In the year 2020:** Study Material for B.Ed Semester 2nd, Course Code: 20, Course Title: Teaching of Commerce, Four Lessons Written (Lesson No. 4,5,6 and 11) for the session 2020-21 for Directorate of Distance Education, University of Jammu.

**4. In the year 2019:** Study Material for M.Com Semester 4<sup>th</sup> (NCBCS), Course Code: M.COM-FE417, Course Title: Management of Financial Services for Directorate of Distance Education, University of Jammu.

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