



Faculty Details Proforma for Website

Name	Dr Anita	Photograph 
Designation & Department	Assistant Professor (Commerce)	
Date of Joining the institution	Permanent 11/05/2023	
Date of Birth	24/11/1982	
Address	Hno.2555, Omaxe City, Sonipat	
Phone No Office	-	
Residence	-	
Mobile	9729566440	
Email Address	anita@sgndkc.du.ac.in anitarana.gvmgc@gmail.com	

Educational Qualifications		
Degree	Institution	Year
BCom	Hindu Girls College, Sonipat	2003
MCom	Hindu College, Sonipat	2005
PhD	Singhania University, Rajasthan	2016
NET (JRF)	UGC	2012
Administrative Assignments		
Worked as a Programme Officer NSS for a Period of 3 years from 1 st July 2019 to 30 th June 2022		
Performed Duty as an Observer for a period of 5 years from June 2017 to July 2022		
Areas of Interest / Specialization		
Marketing and Finance		

Subjects Taught



Marketing, HRM, Company Law, Auditing, Business Communication

Research Guidance

None

Publications Profile (Articles/ Books Published/ Books Edited)

Research Publications:

Published a Research Paper in NIU International Journal of Human Rights on Topic “Corporate Social Responsibility: Indian Scenario “on April 2023, Volume 10, (IV)2023, ISSN:2394-0298

Published a Research Paper in Aayushi International Interdisciplinary Research (AIIRJ) on Topic “Insurance Sector in India” on Feb 2023, Vol-X, Issue-II, ISSN: 2349-638x

Published A Paper on “A Comparative Study of Consumer Behaviour and Consumer Satisfaction of Public and Private Insurance Companies” in RMS journal of Management IT on June 2011, Volume 5, ISSN: 0975-4733

Published paper on “Diversity Conflict at Work Place and their Management” in Indo Global Journal of Advance Studies on August 2014, Volume-4, ISSN:2250-1622

Published a Paper on “Green Marketing: A Blend of Opportunities & challenges “in Chintan Research Journal on June 2014, Issue 14, ISSN :2229-7227

Published a Research Paper in International Journal of Commerce, Arts & Science (CASIRJ) on Topic “An Analytical Study on Branding with IT Products” on June 2012, Volume 3, Issue 2, ISSN:2319-9202.

Published a Research Paper in International Research of Management Science & Technology (IRJMST) on Topic “Branding: A Need for Market Consumer” on August 2013 Volume 3, Issue 3, ISSN: 2250-1959.

Book Published:

Wrote & Published a Book on” Effect of Branding on Consumer Behaviour” in the year 2017, ISBN: 978-81-933854-4-9.

Conference Organized

Worked as a Organising Secretary in National Seminar Held at GVM Girls College , Sonipat on November23,2022

Worked as A Co-Convener in National Seminar cum Workshop at Tika Girls College, Sonipat on 29-31 st March, 2012



Research Projects (Major Grants/Research Collaboration)
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NA

Awards and Distinctions

NA

Association With Professional Bodies

NA

Seminars/Webinars/Conferences /Workshops Attended
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Participated in Two days Online Workshop on “Mastering Business Statistics with Excel, Practical Application and Analysis Techniques” Organised by Janki Devi Memorial College, University of Delhi on 2nd & 3rd November, 2023.

Presented Research paper on “Impact of globalizations on Indian Economy” in National workshop on social science at Tika Ram P.G. Girls College on February 12-14, 2011.

Presented Research paper on “Foreign Direct Investment” in National Workshop on Economics And Commerce at Tika Ram P.G. Girls College on 29- 31st March 2012.

Attended National Conference organized jointly by the Department of Commerce MDU Rohtak and Haryana Chapter of Indian Commerce Association and Presented a paper entitled “A study of Development of Commerce Education in India” on May 12,2013

Presented paper on “Child Labour in India” in National Seminar on Human Rights Awareness at Tika Ram college, Sonipat on 31st March 2013

Presented a Research Paper entitled “ Issues in Derivatives Market in India “ in a National Conference Held at MDU,Rohtak. Organised by Institute of Management Studies & Research on Dec 15,2012

Presented a Paper entitled “Rural Marketing “ in the National Seminar held at Kanya Mahavidyalaya, Kharkhoda on Feb 21,2015

Presented a paper entitled “ Innovation & Entrepreneurship in the global economy “ in the National Seminar Held at CRA College ,Sonipat on March 25,2017.

Presented a research paper Entitled “Sustainability Development in India “in National Seminar held at Tika Ram Girls College, Sonipat on Feb 28,2023.

Presented a Research Paper Entitled “Financial Problems Faced by companies for Startups” in National Seminar held at GVM Girls College, Sonipat on November 23,2022.

Presented a Research Paper on “Digital Marketing” in National Seminar at Tika Ram Girls college, Sonipat on January 20,2018.

Participated in National level Online Faculty Development Workshop on “Skill Development” on 3rd June 2022

Participated in National Webinar on “Quality Enhancement Strategies In Higher Education” Organised by Internal Quality Assurance Cell on 1st Dec 2021



Participated in Two days National Workshop on “Analytical Techniques for Research” at GVM Girls College ,Sonipat on 10-11 May,2016

Participated in Two days National Workshop on “Excellence in Excel” held at Bhagat Phool Singh Mahila Vishwavidyalaya on 5-6 October,2015

Other Activities (FDP’s/Refresher Course)

Attended a 4 Week Faculty Induction/Orientation Programme for “Faculty in Universities/Colleges/Institutes of Higher Education” from 22nd June-21st July, 2023 Organised by Ramanujan College,University of Delhi under the aegis of Ministry of Education & Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.

Attended a Two week Refresher Course in Commerce From 31st July-14th, August 2023 Organised by Ramanujan College, University of Delhi under the aegis of Ministry of Education , Pandit Madan Mohan Malaviya National Mission on Teachers And Teaching.

Attended One Week Faculty Development Programme on “Skill Enhancement Courses(Digital marketing,Personal Financial Planning and Innovation & Entrepreneurship)” from 1st-7th February, 2024 Organised by Sri Venkateshwara College, University of Delhi in Collaboration with MH-MMTTCC,Hansraj College.

Participated in Three days Faculty Development Programme “ Presentation Skills in a Class Room” Conducted by ICT Academy from 8th-10th Jan 2024.

Attended Inaugural ceremony of Faculty Induction Programme NEP 2020: Pedagogical Imperatives of Higher Education Organised by University of Delhi on December 1,2023.

Past experience (If any, Give details)

7 Years of teaching experience in Tika Ram PG Girls College, Sonipat as an Assistant Professor from 1st July 2006 to 30th April 2013

9 Years of teaching experience in GVM Girls college, Sonipat an Assistant Professor from Ist July 2014 to 3rd April 2023

Working as an Assistant Professor in Sri Guru Nanak Dev Khalsa College, University of Delhi from 11th May 2023 to till