




Faculty Details Proforma
Sri Guru Tegh Bahadur Khalsa College
University of Delhi, Delhi-7

Department of Commerce

Title	Mrs.	First Name	<u>Gurneet</u>	Last Name	Kaur	Photograph
Designation	Assistant Professor					
Address	C-622, Third floor, JVTS Garden, Chhatarpur, Delhi-74					
Contact No	9811829716					
Email	gurneet@sgtbkhalsa.du.ac.in					
Web-Page						
Educational Qualifications						
Degree	Institution				Year	
Ph.D.	IIFT				Pursuing	
M.Phil.	-					
Masters	M.Com				2015	
Graduation	BBS				2012	
Professional Qualification						
Career Profile						
Institution	Designation		Duration		Duties	
SGTBKC	Assistant Professor		16/6/23-Present			
SGNDKC	Assistant Professor		6 years 11 months			
Administrative Assignments						
<ul style="list-style-type: none">• Member- Staffroom Committee• Member- Environment and Sustainability Committee• Member- Commerce Society• Member- Conferno (MUN and Youth Parliament Society)• Member- Placement Cell						
Areas of Interest / Specialization						
Digital Marketing, Advertising and Marketing						

Subjects Taught
Social Media Marketing, Industrial Economics, Marketing Analytics, Communication in Management, Advertising, Principles of Marketing, Digital Marketing, E-Marketing, Organisational Behaviour, Modern Business Organisation, Business Laws, E-Commerce, Business Organisation and Management, Personal selling and salesmanship, Business Management
Research Guidance
Publications Profile
<ol style="list-style-type: none"> 1. Gurneet Kaur (2017). Economic Reforms and Micro, Small and Medium Enterprises. International Journal of Research - Granthaalayah. Vol. 5 (Issue 5), 394-40 2. Gurneet Kaur (2017). The importance of Digital Marketing in the Tourism Industry. International Journal of Research - Granthaalayah. Vol.5 (Issue 6), 72-77. 3. Gurneet Kaur (2017). Effectiveness of Facebook advertising on online shopping. International Journal of Recent Scientific Research. Vol. 8 (Issue 5), 17263-17266 4. Gurneet Kaur (2017). The January Effect of Indian Stock Market. International Journal of Recent Scientific Research. Vol. 8 (Issue 5), 17267-17271 5. Gurneet Kaur (2017). Role and importance of Search Engine Optimization. International Journal of Research - Granthaalayah. Vol. 5 (Issue 6), 147-151 6. Kaur Gurneet and Malik Komal (2017). Economic Reforms in India: Impact on Industrial Sector. Journal of Research and Innovation. Vol. 1 (Issue 1), 168-177 7. Kaur Gurneet and Bhambri Silky (2018). Rural marketing in India- strategies, issues and challenges. Journal of Research and Innovation. Vol. 3 (Issue 1), 95-103 8. Kaur Gurneet and Kaur Jasmine (2018). Impact of digitization on microfinance in India. Journal of Research and Innovation. Vol. 3 Issue 1, 40-53
Conference Organization/ Presentations (in the last Five years)
<ol style="list-style-type: none"> 1. Presented the paper titled <i>“The Green Finance Revolution in India: Tracing the Antecedents, Navigating the Challenges, and Unlocking the Opportunities”</i> at the ICSSR-sponsored 1st International Conference on Business Research and Innovation (BRAIN’24), held on 9–10 August 2024, organised by the Department of Management Studies, Netaji Subhas University of Technology, New Delhi. 2. Presented the paper titled <i>“Human Resource: A Major Role in the Technology-Driven Financial Sector”</i> at the International Conference on ‘Unleashing the Power of the Indian Business Model (ICIBM-2024)’, held on 13 March 2024, organised by IQAC, Atma Ram Sanatan Dharma College, University of Delhi 3. Presented the paper titled <i>“Teachings of Guru Nanak Dev Ji in Management”</i> at Sri Guru Nanak Dev Khalsa College, DU’s International Conference on “Teachings and Legacy of Guru Nanak Dev Ji” on 22nd-23rd April, 2019
Research Projects (Major Grants/Research Collaboration)
-
Awards and Distinctions
-
Association With Professional Bodies

Refresher/Orientation/FDP/Workshop/ Programme

1. Participated in a 4-Week Faculty Induction/Orientation Programme for Faculty in Universities/Colleges/Institutes of Higher Education from 22 June 2023 to 21 July 2023, organised by TLC, Ramanujan College, University of Delhi, under the aegis of PMMMNMTT, Ministry of Education, Govt. of India, with an A+ grade.
2. Participated in a 2-Week Refresher Course in Commerce from 31 July 2023 to 14 August 2023, organised by TLC, Ramanujan College, University of Delhi, and SST College of Arts & Commerce, Maharashtra, under the aegis of PMMMNMTT, Ministry of Education, Govt. of India, with an A+ grade.
3. Participated in a 2-Week Interdisciplinary Faculty Development Programme on “Indic-Centric Research in Higher Education and the New Education Policy” from 8 September 2022 to 21 September 2022, organised by IQAC, Sri Guru Nanak Dev Khalsa College, University of Delhi, in collaboration with Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi.
4. Participated in a Two-Day Workshop on Qualitative Research Methods using “R” conducted on 7–8 May 2022 by IIFT, Delhi.
5. Participated in a 1-Week FDP on Indic-Centric Research from 8 September 2021 to 21 September 2021, organised by IQAC, Sri Guru Nanak Dev Khalsa College, and Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi.
6. Participated in a 2-Week National Interdisciplinary Refresher Course on Research Methodology and Data Analysis from 24 March 2021 to 7 April 2021, organised by TLC, Ramanujan College, University of Delhi, and IAA, with an A+ grade.
7. Participated in a 1-Week FDP on ‘The Road Ahead: NEP and Pedagogies’ from 1 April 2021 to 5 April 2021, organised online by GADTLC, SGTB Khalsa College, and SGND Khalsa College, University of Delhi.
8. Participated in a 1-Week FDP on ‘Moving Towards New Normal Through Effective Online Teaching’ from 1 December 2020 to 7 December 2020, organised by Kalindi College, University of Delhi, in collaboration with MHFDC, Hansraj College, University of Delhi.
9. Participated in a 1-Week FDP on Research Methodology from 23 November 2020 to 28 November 2020, organised by E&ICT Academy, IIT Guwahati.
10. Participated in a 1-Week Online FDP on Indic-Centric Research and Pedagogical Innovations from 1 August 2020 to 7 August 2020, organised by GADTLC, University of Delhi.