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|--|--|-------------------|-------|--------------------------------|-------|---|
| <b>Title</b>   | Mrs.   | <b>First Name</b> | Megha | <b>Last Name</b>               | Rawat | <b>Photograph</b>   |
| <b>Designation</b>   | Assistant Professor  |                   |       |                                |       |  |
| <b>Address (Campus)</b>  |  |                   |       |                                |       |   |
| <b>(Residence)</b>   | 111, Second Floor, Old Gupta Colony, Delhi-110009  |                   |       |                                |       |   |
| <b>Phone No. (Office)</b>  |  |                   |       |                                |       |   |
| <b>(Residence)</b>   |  |                   |       |                                |       |   |
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| <b>Web-Page</b>  |  |                   |       |                                |       |   |
| <b>Educational Qualifications</b>  |  |                   |       |                                |       |   |
| <b>Degree</b>  | <b>Institution</b>   |                   |       | <b>Year</b>                    |       |   |
| Ph.D.  | Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi |                   |       | Pursuing                       |       |   |
| M.Phil. in Commerce  | Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi |                   |       | 2021                           |       |   |
| M.Com.   | Jamia Millia Islamia   |                   |       | 2016                           |       |   |
| B. Com. (Hons.)  | Deen Dayal Upadhyaya College, University of Delhi  |                   |       | 2014                           |       |   |
| UGC-NET  | University Grants Commission   |                   |       | 2017 (UGC-NET), 2018 (NET-JRF) |       |   |
| <b>Career Profile</b>  |  |                   |       |                                |       |   |
| <b>Designation</b>   |  |                   |       | <b>Duration</b>                |       |   |
| Assistant Professor, Department of Commerce, Vivekananda College, University of Delhi  |  |                   |       | 14.12.2023-Till Date           |       |   |
| Assistant Professor, Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi  |  |                   |       | 01.01.2018-19.09.2022          |       |   |
| <b>Administrative Assignments</b>  |  |                   |       |                                |       |   |
| <ol style="list-style-type: none"> <li>1. Co-Convener of Sub-Committee “International Business” and “Taxation” during the formulation of Undergraduate Curriculum Framework (UGCF) 2022 based on NEP-2020 at Department of Commerce, Faculty of Commerce &amp; Business, Delhi School of Economics, University of Delhi (April 2022-September 2022).</li> <li>2. Assistant Editor, Journal of Commerce and Business Studies at Department of Commerce, Faculty of Commerce &amp; Business, Delhi School of Economics, University of Delhi (July 2022-September 2022).</li> </ol> |  |                   |       |                                |       |   |

3. M. Com. Assistant Coordinator at Department of Commerce, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi (July 2019-September 2022).
4. Assistant Coordinator for Department Council meetings (February 2019- September 2022).
5. Coordinating meetings of Department-College Interface (December 2019-September 2022).
6. Compilation of IQAC Performance Report on a monthly basis in the Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics (March 2019- September 2022).
7. M. Com. Admission Assistant Coordinator at Department of Commerce, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi for the admission cycle 2020-2021.
8. Member of 7th Annual International Commerce Conference on ‘Organizational Realities: Changing Paradigm of HR’ held on January 17-18, 2020, at Department of Commerce, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi.
9. Nodal Officer for M.Com. Examination, University of Delhi held in July and December 2020.
10. Faculty Coordinator during 6<sup>th</sup> Annual International Commerce Conference on “Digital Outreach & Future of Marketing Practices” organized by Department of Commerce, University of Delhi & Academy of Indian Marketing held on January 11-12, 2018.
11. Area Coordinator of PG (MBA-IB) Course Revision Committee for CBCS Syllabus at Department of Commerce, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi during 2018-2019.
12. Member of UG Course Revision Committee for CBCS Syllabus at Department of Commerce, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi during 2018-2019.
13. Member of NAAC Team for compilation of NAAC SSR Report of Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi during 2018.

### **Subjects Taught**

International Trade, Investment and Policy Framework, India’s Foreign Trade and Investment, International Marketing Research, International Trade Logistics, Entrepreneurship and New Venture Planning, Management of Human Capital, International Business, Management of International Business Operations, Business Research, International Marketing Management, Marketing Management, Digital Marketing, Advertising, Personal Selling and Salesmanship

### **Research Guidance:**

Supervised 19 students of MBA (IB/HRD) in Department of Commerce, Faculty of Commerce and Business, Delhi School of economics for training report and project report.

### **Publications profile:**

1. Authored a Chapter on Webrooming Behaviour: Concept and Its Linkages. *Digital Marketing Outreach-The Future of Marketing Practices*. Routledge India, 2022, eBook ISBN 9781003315377. Available at <https://doi.org/10.4324/9781003315377>

2. Rawat, M., & Kumar, D. (2021). Understanding Consumer's Showrooming Behaviour and Its Consequences: A Conceptual Framework. *International Journal of Management and Applied Science (IJMAS)*, 7 (6), 25-28.
3. Co-authored a Chapter on "Consumer Behavior Toward Highly Energy Efficient Product: Influence of Sociability, Product Knowledge and Concern for the Environment". *Towards a Sustainable Future Cross-Cultural Strategies, Practices and Advancements*. Bloomsbury India, 2019.

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

**A. Conference organization:**

1. Member, organizing team of 7th Annual International Commerce Conference - 2020 on "Organizational Realities: Changing Paradigm of HR" organized by Department of Commerce, Delhi School of Economics, University of Delhi from 17th January, 2020- 18th January, 2020.
2. Faculty Coordinator in 6th Annual International Commerce Conference on "Digital Outreach & Future of Marketing Practices" organized by Department of Commerce, University of Delhi & Academy of Indian Marketing from 11th January, 2018- 12th January, 2018.

**B. Details of Paper Presentations:**

1. Presented paper on "Role of Social Media in Consumer Buying Behaviour" in National Seminar on "The Role of Media in Transforming India: The Journey So Far" organized by Manyawar Kanshiram Government Degree College, Ghaziabad on 29th March, 2022.
2. Presented paper on "Consumer's Showrooming Behaviour and its Consequences: A Conceptual Framework" in International Conference on "Innovations and Sustainable Practices in Commerce, Management and Social Sciences: Future Prospects and Challenges " (ICCMSS Virtual-2021)" Jointly Organized by Maniben Nanavati Women's College, Mumbai & Inspira Research Association, Jaipur, India on 4th June, 2021.

**Research Projects (Major Grants/Research Collaboration): NA**

**Awards and Distinctions: NA**

**Other Activities:**

**A. Participation in Conferences/Seminars/Webinars:**

1. Participated in 9th Annual International Commerce Conference "Viksit Bharat in Amrit Kaal" organized by Department of Commerce, Delhi School of Economics, University of Delhi in collaboration with Deen Dayal Upadhyaya College, University of Delhi from 14th March, 2024 -15th March, 2024.
2. Participated in Viksit Bharat Ambassador - Nari Shakti Conclave at the Multipurpose Hall, Delhi University Sports Stadium Complex, University of Delhi, on 7th March 2024.

3. Participated in 3rd International Convention on Sustainable Trade and Standards (ICSTS) jointly organized by the Quality Council of India and the UNFSS from 2nd November, 2023 -3rd November, 2023.
3. Participated in ICSSR sponsored 8th Annual International Commerce Conference “भारत@2047: Role of Commerce and Business” organized by Department of Commerce, Delhi School of Economics, University of Delhi in collaboration with Deen Dayal Upadhyaya College, University of Delhi from 11th January, 2023 -12th January, 2023.
4. Participated in webinar on “Bibliometric Analysis” organized by Research Affairs Committee, Rajdhani College, University of Delhi in Collaboration with Department of Commerce, Delhi School of Economics, University of Delhi, Delhi held on 13th August, 2022.
5. Participated in national seminar on “The Role of Media in Transforming India: The Journey So Far” organized by Manyawar Kanshiram Government Degree College, Ghaziabad held on 29th March, 2022.
6. Participated in International Conference on “Innovations and Sustainable Practices in Commerce, Management and Social Sciences: Future Prospects and Challenges " (ICCMSS Virtual-2021)" Jointly Organized by Maniben Nanavati Women's College, Mumbai & Inspira Research Association, Jaipur, India from 4th June, 2021- 5th June, 2021.
7. Participated in International Webinar on “Post-Covid-19 Lockdown: Opportunities and Challenges for education, Industry and Economy” organized by Poona College of Arts, Science & Commerce, Pune, Maharashtra held on 16th May, 2020.
8. Participated in webinar on “Revisiting Marketing in Covid-19 Era” organized by Dyal Singh College, University of Delhi held on 14th May, 2020.
9. Participated in webinar on “Covid-19 Managing Uncertainties” organized by ARSD College, University of Delhi held on 30th April, 2020.
10. Participated in 4th Biennial Convention on “Transforming India’s Business landscape. Role of Disruptive Innovation & Entrepreneurship” organized by Sri Guru Gobind Singh College of Commerce, University of Delhi in association with Department of Commerce, Delhi School of Economics & PHD Chamber of Commerce & Industry held on 26th February, 2019.

**B. Participation in Workshops/FDPs/Short Term Courses:**

11. Completed Two-Week (Online) Refresher Course in Commerce (under the Malaviya Mission Teacher Training Programme) organised by Teaching Learning Centre, Ramanujan College, University of Delhi during 26th March - 8th April 2024.
12. Participated in four-week Faculty Induction/Orientation Programme for “Faculty in Universities/Colleges/Institutes of Higher Education” organized by Teaching Learning Centre, Ramanujan College, University of Delhi under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching from 22<sup>nd</sup> January 2024-20<sup>th</sup> February, 2024.
13. Participated in short term course on Academic Leadership and Resource Management conducted by the Centre for Professional Development in Higher Education (CPDHE), UGC-HRDC, University of Delhi from 16th June, 2022-22nd June, 2022.

14. Attended online workshop on “Managing References made easy using Mendeley” organized by University of Delhi in collaboration with Elsevier held on 25th May, 2022.
15. Participated in two-weeks Faculty Development Programme on “Teaching-Learning & Research Perspectives in HEI’s” organized by IEC University, Himachal Pradesh from 28th June, 2021- 7th July, 2021.
16. Participated in one-week National e-learning Workshop on Research Methodology organized by Centre for Skill Development & IQAC, Shyam Lal College, University of Delhi from 8<sup>th</sup> May, 2020-15<sup>th</sup> May, 2020.
17. Participated in one-week Faculty Development Programme on “Research Methods and Business Analytics using SPSS & R-Studio” (In Collaboration with SPSS, South Asia) organized by the Internal Quality Assurance Cell, Delhi Institute of Advanced Studies from 4th June, 2019-11th June, 2019.