


<b>A Title</b>	<b>Dr.</b>	<b>First Name</b>	Preeti	<b>Last Name</b>	Gupta	<b>Photograph</b>
<b>Designation</b>	Assistant Professor					
<b>Address (Campus)</b>	Vivekananda College, Vivek Vihar, Delhi-110095					
<b>(Residence)</b>	R-44/1, Model Town-III, Delhi-110009					
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<b>Web-Page</b>						
<b>Educational Qualifications</b>	<b>PH.D+ CFA</b>					
<b>Degree</b>	<b>Institution</b>				<b>Year</b>	
Ph.D.	Department of Commerce, Delhi School of Economics, University of Delhi				2021	
CFA	ICFAI University				2012	
M.Com	Shaheed Bhagat Singh College (M), University of Delhi				2009	
B.Com (Hons.)	Satyawati College (M), University of Delhi				2007	
<b>Career Profile</b>						
<b>Designation</b>					<b>Duration</b>	
Assistant Professor, Department of Commerce, Vivekananda College, University of Delhi					14 <sup>th</sup> December 2023 – Present	
Assistant Professor, Department of Commerce, S.G.N.D. KHALSA College, University of Delhi					6.8 Years (25 <sup>th</sup> July 2016 – 17 <sup>th</sup> March 2023)	
Assistant Professor, Netaji Subash Institute of Management Sciences (NIMS)					4 Years 10 <sup>th</sup> October 2010- 30 <sup>th</sup> November 2014	
<b>Administrative Assignments</b>						
<ul style="list-style-type: none"> <li>▪ Member, Skill Enhancement Committee, Vivekananda College (Present)</li> <li>▪ Member, Student Union Advisory Committee, Vivekananda College (Present)</li> <li>▪ Member, Placement Committee, S.G.N.D. Khalsa College (July 2018 - May 2020)</li> <li>▪ Member, NAAC Committee, S.G.N.D. Khalsa College (December 2018 - April 2022)</li> </ul>						

## Subjects Taught

International Business

Human Resource Management

Business Organisation and Management

Consumer Affairs and Customer Care

Management Principles and Applications

Principles of

Marketing

Organisational behaviour

## Research Guidance: NA

### Publications profile:

#### 1. Papers published in Journals

- i. Paper entitled *“Impact of demonetization on microfinance operations- A case study of Margdarshak financial services Ltd.”* published in “Journal of Research and Innovation” 2019, Vol. 3(1), ISSN No:24568740, pp.109-118
- ii. Paper entitled *“Changing face of microfinance: building aspirations for new micro entrepreneurs”* published in “Journal of Public Audit & Accountability” December 2017, Vol. 9(4), ISSN No 2278-8709, pp. 27-43.
- iii. Paper entitled *“Drivers of Sustainability of Indian Microfinance Institutions (MFIs)”*, published in International Journal of Business Ethics in Developing Economies, (**Impact Factor-3.4**), December 2016, Vol.5, No. 2, ISSN No. 2278-3172
- iv. Paper entitled *“Efficiency and Sustainability of Microfinance Institutions - A Comprehensive Review of Literature”* published in “MUDRA: Journal of Finance and Accounting” January-June 2015, Vol. 2, No.1, ISSN No. 2347-4467, pp.115-129.
- v. Paper entitled *“An Empirical study of relationship between capital structure and profitability of foreign promoters holding companies in India”*, BVIMR Management Edge, January-June 2015, Vol. 8, No. 1, ISSN No.0976-0431, pp.80-91.
- vi. Paper entitled *“Pension Sector Reforms and Economic Growth: A Study with Special Reference to India”*, “Journal of Venture Capital and Financial Services, July-December 2012, Vol. 6, No. 2, ISSN No: 2249-8680, pp. 27-41.
- vii. Paper entitled *“Corporate Governance in Banks in India: An Eclectic Approach”*, Indian Journal of Public Audit & Accountability, January-March 2012, Vol. 6, No.1 & April-June 2012, Vol.6, No. 2, ISSN No: 2278-8709, pp.50-59.
- viii. Paper entitled *“International Financial Reporting Standards (IFRS): Issues and*

*Challenges*”, Journal of Venture Capital and Financial Services, January-June 2012, Vol. 6, No. 1, ISSN No: 2249-8680, pp.29-37.

**2. Chapter published in a book**

Chapter on “*Sustainability of Microfinance Institutions in India: A Case Study of SKS Microfinance Limited*” published in Microfinance, Financial Inclusion and Banking Innovations”, ISSN No.-978-93-84161-76-7, pp.21-38.

**3. Book Reviews Published**

- i. UNCTAD, “Management of Capital Flows: Comparative Experiences and Implications for Africa”, Finance India, Vol. XXIII, No. 3, September 2009, pp.1026-102.
- ii. Kaplan, Jack M. and Anthony C. Warren, “Patterns of Entrepreneurship”, Finance India, Vol.XXIII, No. 4, December 2009, pp.1427 -1428.
- iii. Schaper, Michael and Thierry Volery, “Entrepreneurship and Small Business”, Finance India, Vol. XXIV, No.1, March2010, pp. 203-204.
- iv. Kolodko, George W., “Post Communist Transition: The Thorny Road”, Finance India, Vol.XXIV, No. 2, June 2010, pp.586-588.
- v. Chanda Ashok and Jie Shen, “HRM Strategic Integration and Organizational Performance“, HR Today, Vol.1, Issue 3, June 2010, pp.57.
- vi. Mah-Hui, Michael Lim and Lim Chin, “Nowhere to Hide: The Greatest Financial Challenges for Asia, Finance India, Vol. XXIV, No. 3, September 2010, pp.1034-1035.

**4. Papers Published in Conference Proceedings**

- i. Paper entitled “*Employee Engagement: A Pragmatic Approach for Employee Empowerment*”, published in proceedings of International Conference on Exploring the Soul of Business: An Eternal Sustainer, organized at JIMS Rohini, ISBN No: 789382062875, pp. 134-145.
- ii. Paper entitled “*Human Resource Accounting: Challenge for Accountant*”, published in the proceedings of International Conference on Managing Innovations and Talent in the Highly Competitive Global Business Environment/ ISBN No: 978-93-81771-18-1/ pp. 304-312.

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

Presented a paper titled “*Analysing productivity of Indian microfinance Industry*” at the 6th International Conference of Multinational Enterprise and Sustainable Development (MESD'23) Association organized by the Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi on November 29-30, 2023

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

**Awards and Distinctions:**

- Awarded JRF (2012)
- 2<sup>nd</sup> Rank Holder in M.Com in Shaheed Bhagat Singh College in 2009
- Awarded Scholarship from ex- president of India in School in 2001
- 9<sup>th</sup> position in science open merit test exam in 2000
- 3<sup>rd</sup> position in youth parliament competition in 2002

**Other Activities**

**Details of Conferences and Faculty Development Programmes Organized and Attended**

- Completed 4-Week Faculty Induction/Orientation Programme for “Faculty in Universities/Colleges/Institutes of Higher Education” organised by Teaching Learning Centre, Ramanujan College (University of Delhi) in collaboration with Army Institute of Education(AIE), Affiliated to Guru Gobind Singh University (under the aegis of Ministry of Education, PMMMNMTT) during 23<sup>rd</sup> May – 21<sup>st</sup> June 2023.
- Participated in International conference on “ *Enhancing Quaity and Achieving Excellence in HEIs Complementary and Covering Roles of NAA accreditation and ISO 21001:2018 Certification*” organized by Janki Devi Memorial College, University of Delhi on 28<sup>th</sup> February 2024.
- Participated in Faculty Development Programme on “*MENDELEY*” organized by Satyawat College (Eve.) University of Delhi on 13<sup>th</sup> March 2024.