

<b>Title</b>	Dr	<b>First Name</b>	Shubhashri	<b>Last Name</b>	Bose	<b>Photograph</b>
<b>Designation</b>	Assistant Professor, Department of Commerce					
<b>Address (Campus)</b>	Vivekananda College, Vivek Vihar, Delhi -110095					
<b>(Residence)</b>	H.No. 1063, Sec 4A, Vasundhara Ghaziabad, U.P.					
<b>PhoneNo. (Office)</b>	011-22150100					
<b>(Residence)</b>	NIL					
<b>Mobile</b>	9711070789					
<b>Fax</b>						
<b>Email</b>	ssbdse@gmail.com					
<b>Web-Page</b>	NIL					
<b>Educational Qualifications</b>	Ph.D, M.Phil, M.Com, B.Com(H), APGDCA, LLB					
<b>Degree</b>	<b>Institution</b>			<b>Year</b>		
<b>Ph.D</b>	Delhi University			<b>2011</b>		
<b>M.Phil</b>	Delhi University			<b>2006</b>		
<b>M.Com</b>	Delhi University			<b>2004</b>		
<b>B.Com(H)</b>	Delhi University			<b>2002</b>		
<b>APGDCA</b>	MDU Rohtak			<b>2012</b>		
<b>LLB</b>	CCSU Meerut			<b>2013</b>		
<b>NET-Commerce</b>	UGC			<b>2005</b>		
<b>Career Profile</b>						
<b>Designation</b>				<b>Duration</b>		
Assistant Professor, Department of Commerce				<b>10 years approx</b>		
<b>Administrative Assignments</b>						
Convenor of Planning and Proposal Committee and active member of other staff council committees.						
<b>Subjects Taught :</b> Marketing, E Commerce, Computer Application in Business, Corporate Governance, International Business, BOM, Advertising, etc.						
<b>Areas of Interests:</b> Corporate Governance and Marketing						
<ul style="list-style-type: none"> <li>➤ <b>Research Guidance:</b> Thesis Topic “Corporate Governance Reforms on Banking Sector : Impact on Customer Satisfaction and Performance on Indian Banks”.</li> <li>➤ Thesis Topic “Impact of Marketing Strategy on Corporate Social Responsibility : A Study of Indian IT Industry”.</li> <li>➤ Thesis Topic “An Empirical Analysis of Marketing Strategies And Customer Satisfaction of Selected Banks In National Capital Territory”.</li> </ul>						
<b>Publications profile:</b>						

- Research paper published in The Essence : Journal of Management Science and Research, "Dimensions of Business Compliance : A Procedural Guide", Vol. 2, 2013-14.
- Research paper published in Journal of IPEM, " Impact of Corporate Governance : An Empirical Study of Selected Indian Banks", Vol. 7, Issue 1, January 2013. (ISSN-0974-8903).
- Research paper published in Journal of IPEM, "Perspectives of Carbon Trading: Impact on Indian Economy", Vol. 6, Issue 1, January 2012. (ISSN-0974-8903).
- Research paper published in University News, "Governance of Delhi University Colleges: A Critical Appraisal", Vol. 42, Issue 52, 24-31 December 2007, AIU Publication, Delhi.

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

- Paper presented at “65<sup>th</sup> Annual Conference of Indian Commerce Association” at Mumbai, November 2012, “Perceptions on Employer Branding : An Insight into Generation ‘Y’ ”.
- Paper presented at “National Seminar on Empowering Growth Through Corporate Governance and Economic Stability Measures” at Shri Guru Gobind Singh College of Commerce, February 2012, “Impact of Corporate Governance : An Empirical Study of Selected Indian Banks”.

**ResearchProjects (Major Grants/Research Collaboration) - NIL**

**Awards and Distinctions:** Secured First Position in College in LLB

**Association with Professional Bodies:** Indian Commerce Association and Indian Accounting Association

**Other Activities :**

- Participated and secured Grade A in the Special Winter School on Research Methodology, Conducted by Human Resource Development Centre, Gauhati University in February 2016.
- Invited by ICAI as a resource person for their Certificate Courses on Non-Profit Organization and Co-operatives Societies in January & November 2014.
- Invited Talk and Guest Lecture for Research Orientation Programme for Ph.D Research

Scholars from Nepal at Mewar University in August 2013.

- Participated and secured Grade A in the Orientation Programme Conducted by UGC Academic Staff College, Gauhati University in November 2012.
- Contributed two audio-visual study materials for KKHOSU, on topics “Cultural Dimensions in International Marketing” and “Functioning of Company Boards”.