

Ms. Sidaq Bhullar



Assistant Professor

PG Department of Commerce

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Areas of Interest

- Digital Marketing (Consumer Behavior, Advertisement management, Marketing research)
- Finance (Corporate Finance, Security Analysis and Investment management, Corporate Governance, Financial Engineering, International Financial Management and Markets)
- International Accounting and Advanced Auditing
- Business Economics
- Strategic management
- Entrepreneurial Finance and Marketing

Educational details

Degree	Year	University	Percentage	Comments
Pursuing Ph.D. in Marketing	2018 onwards	University School of Applied Management Punjabi University, Patiala		
Master of Commerce (Honours)	2012-2014	University Business School, Panjab University, Chandigarh	75.5 %	Passed with Distinction
Bachelor of commerce (Honours in Business Economics)	2009-2012	MCM DAV College for Women, Sector 36, Chandigarh Panjab University, Chandigarh	80.44 %	

Professional Details

Designation	From	To	Organization
Assistant Professor	July 2015	till date	Mehr Chand Mahajan DAV College for women, Sector 36A, Chandigarh

Assistant Professor	July 2014	Feb 2015	D.A.V. College, Chandigarh		
Awards & Recognitions					
Award		Institute		Year	
UGC-NET qualified in commerce		University Grants Commission, National Educational Testing Bureau		October, 2013	
Research Publications					
Title	Journal	Refereed	Date and Year of Publication	Online Link	
Proactive analysis of financial statements	International journal of engineering research and management		August 2014		
Regulatory impact of financial innovations and Interaction between financial regulations and Innovations	Inspira- Journal of Modern Management & Entrepreneurship		July 2014		
Principal Constraints and Challenges of Introducing Effective System of Corporate Governance in Emerging China	The Global Journal of Management and Business		2014		
Co teaching and team teaching	International journal of technology and business management		Sept 2014		
Employment generation and export performance of SEZ in India	Proceedings of UGC Sponsored national seminar on 'Special economic zones: prospects and challenges', ISBN 9789382068464		2014		
Empowering Women through Women Entrepreneurship in India	Proceedings of One National Seminar on 'Gender Relations in Northern Western India'		2016		
Higher Education in Ancient India: An overview	Proceedings of Two days national seminar on Higher education in India: A new Vision 2030		2017		
Successful Supply Chain with People Management	Proceedings of national conference on emerging trends in Disruptive Innovations and sustainable Business Management		2017		
Books Published					
Title		Publisher		Year of Publication	
<i>Human Resource Management</i>		Unistar		2014	
<i>Principles of Marketing Management</i>		Unistar		2014	
Miscellaneous					
Seminars and Conferences attended:					
<ul style="list-style-type: none"> ▪ Presented a paper titled 'Employment generation and export performance of SEZ' in India UGC Sponsored national seminar on Special economic zones: prospects and challenges. on 21stNovember,2014 at DAV college Chandigarh 					

- Presented a paper titled “Role of Human Resources in Supply Chain Management” at UGC-SAP sponsored National Seminar on Supply chain management in the digital India: issues and challenges, held at ICSSR complex on 25 march,2015, under the auspices of University Business School, Panjab University Chandigarh.
- Presented a paper titled “Service Marketing and SERVQUAL model” at 2nd International Business Conference on Value Creation for Sustainable development, organized by Sri Guru Granth Sahib World University, Fatehgarh Sahib on March 17-18, 2015
- Presented a paper titled “Empowering Women through Women Entrepreneurship in India” at One National Seminar on Gender Relations in Northern Western India organized by P.G. Department of History, D.A.V. College, Abohar
- Presented a paper titled, ‘Increasing the Happiness quotient: The Shopping way’, at Two day International conference on ‘Soul in symphony: spiritual and pragmatic aspects of Happiness’ held at MCM DAV college for women, Chandigarh on January 29-30th 2018
- Presented a paper titled “ Successful Supply Chain with People Management”, at national conference on emerging trends in Disruptive Innovations and sustainable Business Management on 8th March 2018, organized by Chandigarh business school of administration, Landran, Mohali
- Presented paper titled, ‘Higher Education in Ancient India: An overview’ at Two days national seminar on Higher education in India: A new Vision 2030 organized by Department of Economics, RSD college, Ferozpur city on March 9-10 2018
- Presented a paper titled, ‘Ethical Issues in Integrated Marketing Communication’, at the Workshop on Building Business Communication Skills organized by University Business, Panjab University, Chandigarh held on March 23, 2018