

Report of Department of Commerce (2022-23)



**Mehr Chand Mahajan
DAV College for Women
Sector-36/A, Chandigarh**

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Names of Programmes/Courses/ offered:

- UG - Bachelors of Commerce, Bachelors of Business Administration
- PG - Masters of Commerce

Details of Major/Minor Research Projects by the Faculty

Nature of the Project	Duration Year	Name of the funding Agency	Total Grant/s	
			Sanctioned	Received
Minor Research Project on Solid Waste Management: A Study of Household Practices and Perception among Residents of the City Beautiful	2022-23	Mehr Chand Mahajan DAV College for Women	50000	-

Details of Presentations by the Faculty

Name	Title of Paper	Title of the Conference/ Seminar	Month/ Year	Sponsoring Agency	National/ International
Ms. Nidhi Sharma	Social Media and its Integration in Business	Growing Influence of Social Media: A revolution in Socio-Economic and Business Development	February, 2023	Dev Samaj College for Women, Chandigarh, College Development Council, Panjab University	National
	Impact of Social Media on Reading Culture	Perspectives of Reading Culture in Contemporary Digital Age	March, 2023	Mahatma Hans Raj Library, DHE Haryana	National
	The Impact of Logo Color and its Perception in Branding Decisions	Business transformation for a sustainable Future: Roadmap for Success	June , 2023	Punjabi University, Talwandi Sabo and PCMA	National
Ms. Shelly Nanda	The Impact of Demographic Factors on Online Impulse Buying on Social Commerce Platforms	National Conference on Challenges and Issues in Emerging Business Environment - Social & Technological Innovations	March, 2023	SGTB Khalsa College, Sri Ananadpur Sahib	National

Ms. Disha Sharma	Consumer Behaviour in Social Commerce: A Systematic Literature Review	Management Growth in Emerging Economies (ICMEE-2022)	November, 2022	Chitkara University	International
Dr. Gunjan	Cryptocurrency and Financial Inclusion: Issues and Challenges in India	Cryptocurrency: An Insight towards a new Horizon of Investment	Feb 2023	College Development Council, Panjab University	National
Dr. Vandita Kapoor	Empowerment of Human Resource: A tool for Crisis Management	Changing Paradigm in Corporate Sector and Business Management	February, 2023	College Development Council, Panjab University (PGGC, Sector 46, Chandigarh)	National
Ms. Sidaq	A study on Growth of OTT Video Services in Punjab	Sustainable Development in India: Issues, Opportunities and Challenges	27th June 2023	Gujaranwala Guru Nanak Khalsa College, Civil Lines, Ludhiana	National
Ms. Sidaq	Consumer behaviour research for commercial return of OTT platforms	Current Trends in Research	23rd June 2023	ICSSR Sponsored, Guru Gobind Singh College for Women, Chandigarh	National
Dr. Mamta Ratti	Identification and Analysis of Best Practices in Student Support and Progression using ABDC Analysis	NAAC Sponsored National Seminar on Best Practices in Higher Education- A Quality Enhancement Initiative	20th April 2023	DAV College, Hoshiarpur	National
Dr. Kanika Sofat	Role of Social Media on Mental Health	Transformation, Survival and Sustainability in a Post Covid World and Creating a New Bharat: Some Dimensions From Punjab And Haryana State	May 2023	MCM DAV College for Women, Chandigarh	National

Ms. Smriti Nayyar	E-Business Strategy and Implementation	Resurgent India: Emerging Business Strategies for Growth and Performance	11 March 2022	Punjabi University, Patiala	National
	Relationship Dynamics between Psychological Contract and Employee Engagement : A Study on Indian Banking Sector	Challenge of Changing Patterns in a Borderless World	29 July 2022	Gian Jyoti Institute of Management and Teechnology	International

Details of Publications by the Faculty

Name	Title of Paper	Title of the Journal	Month/ Year	PEER Reviewed/ Refereed	UGC Approved Yes/No	ISSN	Name of Database Enlisted
Ms. Nidhi Sharma	Understanding Role of Fonts in Linking Brand Identity to Brand Perception	Corporate Reputation Review	November, 2021	Yes	yes	1479-1889	Scopus (Sage)
	Examining Evaluation Mechanism and its Impact on Brand Perception under Colour Transformation of a Logo	Global Business Review	July, 2023	Yes	yes	0973-0664	Scopus (Sage)
Dr. Gunjan	Fintech: A Revolution in Financial Access and Financial Usage	Banquest: The Journal of Indian Institute of Banking and Finance	2022		Yes	*001949 2	UGC Carelist
	An Empirical Exploration of Success of Business Correspondent Model in India	Empirical Economics Letters	Dec, 2022			1681899 7	ABDC

Dr. Arshdeep	Investment in Virtual Digital Assets Vis-A-Vis Equity Stock and Commodity: A Post-Covid Volatility Analysis	Virtual Economics	2022	Yes		2657-4047	Scopus
Dr. Kiran Jindal	Analyzing the Perception of Daily Commuters for Traffic Control Measures: An Approach of Higher Educational Institute towards Sustainable Green Practices	ANVESAK	July-Dec 2021	Yes	Yes	0378-4568	UGC Care
	Traffic Congestion created and faced by daily Commuters: A case study of Higher educational institute of Chandigarh, India	The Journal of Oriental Research, Madras	Sept, 2021	yes	yes	0022-3301	UGC Care
Dr. Mamta Ratti	Customer's Perception towards Bank Selection Criterion: An Empirical Analysis	New Horizons	2023	Yes	Yes		UGC Care
Ms. Smriti Nayyar	Impact of Psychological Capital on Employee Engagement : An Empirical Study on Northern Indian Banking Sector	European Economic Letters(EEL)	2023	Yes	Yes	2323-5233	ABDC Journal, Peer Reviewed

Details of Publication of Books/Chapters in Books by the Faculty in the session

Name	Title of Chapter	Title of the Book	Month/Year	Name of the Publisher	National/International	ISBN
Ms. Nidhi Sharma	Social Media and its Integration In Business	Growing Influence of Social Media in Socio- Economic and Business Development.	2023	Saptrishi Publication (UGC Approved)	International	ISBN-978-81-19370-49-8

Details of Orientation Programmes/Refresher Courses/FDPs

Name	Orientation/ Refresher/ FDP	Title of the Programme	Organizing Agency	Duration	From-to
Dr. Pallvi Rani	Refresher	Commerce and Management	Teaching Learning Centre & Department of Management Studies, Ramanujan College, University of Delhi under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching	14 days	1 st December to 14 th December, 2022
Ms. Disha Sharma	FDP	Mentoring Institutional Social Responsibility and Facilitation for Community Engagement	Mahatma Gandhi National Council of Rural Education and UGC-HRDC, PU, Chandigarh	6 days	29th August to 3rd September, 2022
Dr. Vandita Kapoor	State Level Workshop	Research Methodology: Concepts and Applications	(CDC)PG Dept of Commerce, Mehr Chand Mahajan DAV College for Women, Chandigarh, under the aegis of IQAC	7 days	10th February to 16th February, 2023

Dr. Kanika Sofat	Online refresher	Advanced Concepts in Developing MOOCs	Teaching Learning Centre & Department of Management Studies, Ramanujan College, University of Delhi under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching	2 weeks	7 th Jan to 21 st Jan, 2023
Dr. Amandeep Kaur	Online Development program	Online development program on Analytics from 26th September, 2022 to 30th September, 2022	IIM , Vishakhapatnam	5 days	26th September to 30th September, 2022

Faculty as members in

Name	Committees (State / National / International)	University Bodies/ Board of Studies	NGOs (State / National / International)	Reviewers (State / National / International)
Ms. Disha Sharma	Innovation Ambassador(IPRs),(Institution's Innovation Council under the aegis of Ministry of Education, Government of India)			
Dr. Kiran Jindal	Innovation Ambassador (Institution's Innovation Council under the aegis of Ministry of Education, Government of India)			
	National Innovation And Startup Policy Coordinator			
Dr. Gunjan			Indian Red Cross Society - Punjab Branch	
Dr. Mamta Ratti		Life Member (Indian Accounting Association)		
		Life Member (Indian Commerce Association)		

Dr. Arshdeep	Innovation Ambassador (Institution's Innovation Council under the aegis of Ministry of Education, Government of India)			
Ms. Smriti Nayyar		Life Member (Punjab Commerce and Management Association)		

Awards/ Recognitions received by faculty

Name and Designation	Name of the Award	Name of the Agency	Month/Year	Level (State / National / International)
Dr. Pallvi Rani	Appreciation Certificate	Commissioner, Municipal Corporation, Chandigarh	January, 2023	State
	State NSS Award of Best NSS Unit for the year 2021- 22	Chandigarh NSS Cell, Education Department, Chandigarh Administration	Sept, 2022	State

List of Eminent Academicians / Scientists to the Department

Name	Designation	Activity	Duration	Date
CA Sahil Arora	CA, Sahils Scholastic Academy	Workshop on Tally- Accounting Software	One Day	21 st Oct, 2022
Dr. Harpreet Singh	Principal, GHG Khalsa College, Gurusar Sadhar Ludhiana	CDC Sponsored State level Workshop on Research Methodology: Concepts and Applications	One week	10 th Feb to 16 th Feb
Dr. Arun Aggarwal	Assistant Professor, Doctoral Research Centre, Chitkara Business School, Chitkara University	CDC Sponsored State level Workshop on Research Methodology: Concepts and Applications	One week	10 th Feb to 16 th Feb
Dr Satinder Kumar	Assistant Professor, School of Management Studies, Punjabi University Patiala	CDC Sponsored State level Workshop on Research Methodology: Concepts and Applications	One week	10 th Feb to 16 th Feb

Dr. Arun Kumar Sharma	Assistant Professor, Department of Commerce, DAV College, Sector-10, Chandigarh	CDC Sponsored State level Workshop on Research Methodology: Concepts and Applications	One week	10 th Feb to 16 th Feb
Dr. Vikash Kumar	Assistant Professor, Centre for Research in Rural and Industrial Development, Sector	CDC Sponsored State level Workshop on Research Methodology: Concepts and Applications	One week	10 th Feb to 16 th Feb
Dr. Kapil Dev	Assistant Professor, PG Department of Commerce & Management, Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh	CDC Sponsored State level Workshop on Research Methodology: Concepts and Applications	One week	10 th Feb to 16 th Feb
Dr. Gurinder Kaur	Assistant Professor, Centre for Research in Rural and Industrial Development Sector	CDC Sponsored State level Workshop on Research Methodology: Concepts and Applications	One week	10 th Feb to 16 th Feb
Dr. Yash Pal	Assistant Professor, PG Department of Commerce & Management, Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh	CDC Sponsored State level Workshop on Research Methodology: Concepts and Applications	One week	10 th Feb to 16 th Feb, 2023

Activities of the Department

Skill-based Workshops/ Extension Lectures/Panel Discussions organized by the Department

Title	Date	Objective	No. of Students benefitted	Name/Designation/Organization of Resource Person/s
Workshop on Tally- Accounting Software	21 st Oct, 2022	To provide training for computerized system of Accounting	215	CA Sahil ARora, CA, Sahils Scholastic Academy

CDC Sponsored State level Workshop on Research Methodology: Concepts and Applications	10 th Feb to 16 th Feb, 2023	To enhance conceptual and practical understanding of Research Methodology	64	<p>Dr Harpreet Singh, Principal, GHG Khalsa College, Gurusar Sadhar Ludhiana</p> <p>Dr Arun Aggarwal, Assistant Professor, Doctoral Research Centre, Chitkara Business School, Chitkara University</p> <p>Dr Satinder Kumar, Assistant Professor, School of Management Studies, Punjabi University Patiala</p> <p>Dr Arun Kumar Sharma, Assistant Professor, Department of Commerce, DAV College, Sector-10, Chandigarh</p> <p>Dr Vikash Kumar, Assistant Professor, Centre for Research in Rural and Industrial Development</p> <p>Dr Kapil Dev, Assistant Professor, PG Department of Commerce & Management, Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh</p> <p>Dr Yash Pal, Assistant Professor, PG Department of Commerce & Management, Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh</p>
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Dr. Pallvi Rani	Appreciation Certificate	Commissioner, Municipal Corporation, Chandigarh	January,2023	State
	State NSS Award of Best NSS Unit for the year 2021-22	Chandigarh NSS Cell, Education Department, Chandigarh Administration	Sept,2022	State

STUDENTS' ACHIEVEMENTS

Name	Class	Event/ Category	Title of the Activity	Date	Organizing Institution/ Agency	Position/Participation
Kashish Narang	B.Com III	BizFest 2022-23	Business Quiz	8 Feb 2023	PGGCG-11	Participated
Dhriti Ummat	B.Com III	BizFest 2022-23	Business Quiz	8 Feb 2023	PGGCG-11	Participated
Harshita Arora	B.Com III	BizFest 2022-23	Ad-mad Show	8 Feb 2023	PGGCG-11	Participated

Dhanu	B.Com III	BizFest 2022-23	Ad-mad Show	8 Feb 2023	PGGCG-11	Participated
Jasmine Bansal	B.Com III	BizFest 2022-23	Ad-mad Show	8 Feb 2023	PGGCG-11	Participated
Sonal Sheoran	B.Com III	BizFest 2022-23	Ad-mad Show	8 Feb 2023	PGGCG-11	Participated
Muskan	B.Com III	BizFest 2022-23	Just A Minute	8 Feb 2023	PGGCG-11	Participated
Prerna Pulani	B.Com III	BizFest 2022-23	Poster Making	8 Feb 2023	PGGCG-11	Participated
Naman Chopra	B.Com III	BizFest 2022-23	Poster Making	8 Feb 2023	PGGCG-11	Participated

INTER COLLEGE FEST POSITIONS

Name and Class	Name of the Award/Project/Position	Name of the Agency/University	Month/Year
Anushka B. Com I	Consolation prize in poster making competition on the theme "Say no to ragging"	Anti-Ragging Cell	September, 2022
Kashvi B. Com I	Consolation prize in poster making competition on the theme "Say no to ragging"	Anti-Ragging Cell	September, 2022
Bharti Yadav BBA I	Second position in poster making competition on the theme "Dussehra: commemorative of the annihilation of the ten evils in the environment- A portrayal"	Swacchta Committee of PG Department of Commerce of Mehr Chand Mahajan DAV College for Women, Chandigarh	September, 2022
Bhavya B. Com I	Third position in poem recitation competition (English) during the	Character Building Committee and Home Science Department	October, 2022
Janhnavi Kapoor and Bhavya Ahluwalia B. Com I	Won prizes in quiz competition during the celebration of Gandhi Jayanti	Character Building Committee and Home Science Department	October, 2022
Kavya Mahajan BBA II	Third position in face painting competition on the theme "Endangered Wildlife"	Eco-club "Parivesh" and Character Building Committee	October, 2022
Jasmine and Aditi B. Com I	First position in rangoli making competition on the theme "Swachh Bharat" during Diwali Fest 2022	Character Building Committee	October, 2022

Subhpreet and Dilpreet B. Com I	Third position in rangoli making competition on the theme “Swachh Bharat” during Diwali Fest 2022	Character Building Committee	October, 2022
Bharti Yadav BBA I	Third position in green embellishment during Diwali Fest 2022	Character Building Committee	October, 2022
Tejinder Kaur B. Com III	Bronze medal in Archery at national level	Senior National Tournament	November, 2022

Details of Presentations/Publications by the students in the session

Name & Class	Title of Paper Presented / Published	Title of the Conference/ Seminar / Journal / Book	Month/ Year	ISSN/ ISBN	Sponsoring Agency	National/International
Garima Khera, M.Com I	Presented- Social Media and its Integration in Business	Growing Influence of Social Media: A Revolution in Social-Economic and Business Development	February, 2023		CDC, PU	National
	Presented- Impact of social media on reading culture	Perspectives of Reading Culture in Contemporary Digital Age	March, 2023		DHE, Haryana	National
	Presented- The Impact of Logo Color and its perception in branding decisions	Business Transformation for a Sustainable Future: Roadmap for Success	June 2023		Punjabi University, Talwandi Sabo	National

Details of students who have cleared National / State competitive examinations

Exam & Level of Exams	Name of the student	Batch	Year of Passing of the competitive exam
ICAR IARI Assistant prelims	Harmanjot Kaur	M.Com. (2022-23)	Feb 2023
Punjab and Haryana High Court Computer-based Test	Harmanjot Kaur	M.Com. (2022-23)	Dec 2022

UGC NET JRF	Tania Malhotra	M.Com. (2019-2021)	June 2022
LLM entrance Test PU	Khushboo Garg	B.Com. (2016-19)	October 2022
CAT 2022	Dashika	B.Com. (2019-2022)	November 2022
Actuarial Common Entrance Test	Perna Pulani	B.Com. (2020-2023)	January 2021
UGC NET	Dolly Nadhani	M.Com. (2018-2020)	Merged for Dec 20 & June 21
CAT 2022	Taranpreet Kaur	B.Com. (2018-21)	November 2022
CAT 2022 NMAT 22 SNAP 22	Meghna	B.Com. (2020-2023)	Dec 2022 Jan 2023 Jan 2023
CAT 2022 NMAT 2022	Shruti Singal	B.Com. (2020-2023)	November 2022 December 2022
NMAT 2022	Dhanu	B.Com. (2020-2023)	November 2022
MAT	Bhanupriya Singh	B.Com. (2020-2023)	Feb 2023

PHOTO GALLERY





