

Report of Department of Commerce (2023-24)



**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, B.Voc (Retail Management)
- 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
Minor Research Project on A Study of Philanthropy on Indian Bourse through the lens of stakeholders and Global Precedents	2024-25	ICSSR, New Delhi	9,73,950

Details of Presentations by the Faculty

Name	Title of Paper	Title of the Conference/ Seminar	Month/ Year	Sponsoring Agency	National/ International
Dr. Gunjan	CSR Initiatives and their influence on Economic Sustainability	Sustainable Development in India: Strategies and Way Ahead	Feb, 2024	ICSSR	International Seminar
	Digital Borrowings: Opportunities and Challenges in India	Digital India: Empowerment and Transformation Towards Inclusive Growth	Mar, 2024	ICSSR North-Western Regional Centre, Panjab University, Chandigarh organized by Dev Samaj College Chandigarh	National Seminar

Dr. Kiran Jindal	Transforming Manufacturing Sector: A case Study of Make in India Initiative	Punjab Economy: Past, Present & Future	22-Mar-2024	ICSSR North-Western Regional Centre, Panjab University, Chandigarh and organized by Post Graduate Govt College, Sector 46, Chandigarh	National Seminar
	Transgenerational Day Care for Toddlers and Golden Agers in Developed Countries: A Meta Analysis of Existing Literature	Sustainability and Sustainable Development in India: Past: Present and Future	21-Mar-2024	University Business School, Panjab University, Chandigarh	International Conference
	Indian Ethos and Corporate Social Responsibility	Innovative Management Strategies in Business: A Path towards Sustainability	15 -16 March, 2024	ICSSR sponsored Centre for Management & Humanities, Panjab Engineering College, Chandigarh	National Conference
	Green Baking Initiatives in India for Sustainable Development	Sustainable Development in India: Strategies and Way Ahead	27-Feb-2024	ICSSR sponsored GGD SD College, Chandigarh	International Seminar
	Catalyzing Economic Growth and Entrepreneurship in India's Trillion Dollar Economy	Issues and Challenges of Commerce in Trillion Dollar Indian Economy	22-23 Feb, 2024	ICSSR North-Western Regional Centre, Panjab University, Chandigarh sponsored organized by Smt. Aruna Asaf Ali Govt. PG College, Kalka	National Seminar
	Evolutionary Metamorphosis of Money Management: Analysing Financial Frauds in India	New Paradigms of Business Management in the Era of Analytics, Sustainability and Innovation	7- 9 Feb, 2024	Amity Business School, Noida	International Conference

Dr. Arshdeep	Transgenerational Day Care for Toddlers and Golden Agers in Developed Countries: A Meta Analysis of Existing Literature	Sustainability and Sustainable Development in India: Past: Present and Future	21-Mar-2024	University Business School, Panjab University, Chandigarh	International Conference
	Indian Ethos and Corporate Social Responsibility	Innovative Management Strategies in Business: A Path towards Sustainability	15 -16 March, 2024	ICSSR sponsored Centre for Management & Humanities, Punjab Engineering College, Chandigarh	National Conference
	Green Baking Initiatives in India for Sustainable Development	Sustainable Development in India: Strategies and Way Ahead	27-Feb-2024	ICSSR sponsored organized by GGSDS College, Chandigarh	International Seminar
Dr. Mamta Ratti	Evaluating the Level of Educational Citizenship in Developing Economies using Environmental Citizenship Questionnaire	International Research Conference - SOCEN	06-Oct-2023	Institute of Technology and Management, Pune	International Conference
	Empirical Insights into the influence of Digital Financial Literacy on Spending and Saving Patterns of young Adults	3rd International conference on Digital Transformation towards sustainable Development in Future, Vision: Viksit Bharat@2047	8-9 March. 2024	Rajdhani College, University of Delhi	International Conference

Dr. Pallvi Rani	Bridging the Skill Gap: Enhancing Employability for Women in India	Promotion of Economic Empowerment And Entrepreneurship Development amongst Women in Crafts Sector in North-Western India	02-Mar-2024	ICSSR North-Western Regional Centre, Panjab University, Chandigarh (Ministry of Education, Govt. Of India) organized by DAV College, Hoshiarpur.	National Seminar
	Exploring The Depth Of Happiness: A Case Study Analysis Of Women Happiness	The Soul in Symphony: Journey to Happiness through Self Actualization and Self Realisation	19-20 March, 2024	Organized by Mehr Chand Mahajan DAV College for Women, Chandigarh under the aegis of Department of Higher Education, Chandigarh Administration.	International Conference
	Dynamics of Financial Literacy, Savings Behaviour, and Entrepreneurial Intention: Insights from a Study of Northern India	Sustainability and Sustainable Development in India: Past, Present and Future	21-Mar-2024	organized by University Business School, Panjab University Chandigarh	International Seminar
Ms. Smriti Nayyar	Strategic Management in Higher Education In India	Higher Education In India:A Road Map For Future Generations	20-Jan-2024	Asian Group Of Colleges, Patiala	National Seminar
	Sustainability Focused Indian Economy-A Road Map To 2047	Bharat Vision 2047	06-Apr-2024	PCBT in collaboration with PCMA	National Conference

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	Examining Evaluation Mechanism and its Impact on Brand Perception under Colour Transformation of a Logo	Global Business Review	July, 2023	Scopus Indexed, peer reviewed, Refereed	Yes	ISSN: 0973-0664 (Online)	Sage Publications, Scopus
Dr. Gunjan	Financial Planning and Management to be the Broader Objective of Financial inclusion: Lessons from COVID 19	The Catalyst Journal of Management	Sept, 2023	Proceedings of 6th National Conference on "Recent Trends in Business, Management & Economics"	NA	ISSN 2455-7929	
	Semester vs. Annual System of Education from the Perspective of Teachers in Colleges	International Journal of Creative Research Thoughts	Apr, 2024	Peer reviewed, Refereed	Yes	ISSN 2320-2882	
Dr. Kiran Jindal	Unweaving the Impact of Sustainability in Financial Decision-Making: An Empirical Study	Pacific business review (International)	Jan, 2024	Peer reviewed, Refereed		ISSN: 0974-438X	WOS indexed
Dr. Sidaq	The Impact of Covid as an Accelerator in The Rise of OTT Adoption: A Study of Consumer of Behaviour of Chandigarh Residents	Inspira-Journal of Modern Management & Entrepreneurship (JMME)	July-Sept, 2023	Peer reviewed, Refereed	Yes	ISSN : 2231-167X	
	Analyzing the Expansion of Over the Top (OTT) Video Services in Punjab: A Consumer Behavior Study	International Journal of Engineering Research and Management (IJERM), ISSN: 2349-2058	Sept, 2023	Peer reviewed, Refereed	Yes	SSN: 2349-2058	

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	Growing Influence of Social Media in Socio- Economic and Business Development	Growing Influence of Social Media in Socio- Economic and Business Development	2023	Saptrishi Publication	International	ISBN: 978-81-19370-49-8
Dr. Mamta	Identification and Analysis of Best Practices in student support and progression using ABDC Analysis	Best Practices in Higher Education- A Quality Enhancement Initiative	2023	Unistarbooks.com	National	ISBN 978-93-95263-95-5
Dr. Pallvi Rani	Unveiling the Horizon In-Depth Analysis of Tricity Female Perspectives on Gender Inequality in Technical Education	Perspective of Technical Education	March, 2024	Gujranwala Guru Nanak Institute of Management and Technology under National Press Associates New Delhi	National	978-81-97158-8-1-0

Details of Orientation Programmes/Refresher Courses/FDPs

Name	Orientation / Refresher/ FDP	Title of the Programme	Organizing Agency	Duration	From-To
Dr. Raman Ghuman	Refresher Course	Research Methodology and Data Analysis	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	14 Days	Online, 14 - 28 Dec, 2023

Ms. Disha Sharma	Refresher Course	Research Methodology and Data Analysis	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	14 Days	Online, 14 - 28 Dec, 2023
	FDP	Academic Research Writing	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	7 Days	Online, 1 -7 Jan, 2024
Dr Vandita Kapoor	FDP	Psychological aspects of learning	Ramanujan College, Delhi	7 Days	Online, 24-30 Dec, 2023
	FDP	computer applications in learning	Ramanujan College, Delhi	7 Days	Online, 14-20 Dec, 2023
	Refresher	Bhagvad Gita	Ramanujan College, Delhi	14 Days	Online, 22 Dec - 10 Jan, 2024
Dr. Pallvi Rani	Skill Enhancement Course	RUSA Sponsored Skill Enhancement Course On Artificial Intelligence And Machine Learning	Department of Computer Science and Applications (DCSA), Panjab University, Chandigarh, India under the Aegis of Ministry of Education, Govt. of India	10 Days	Online, 24 Aug- 4 Sept, 2023)
	FDP	NEP 2020 Orientation & Sensitization Programme	Under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) organized by UGC-Malaviya Mission Teacher Training Centre, D D U Gorakhpur University, Gorakhpur	9 Days	Online, 4 - 12 Jan, 2024.

Dr. Rupinder Kaur	FDP	Research Methodology and Data analysis for faculty members	ICCSR- NW Regional centre, Panjab University, Chandigarh	7 Days	Offline, 20 - 25 Jan, 2024
Ms. Smriti Nayyar	FDP	Universal Human Values	AICTE	3 Days	Offline, 21- 23 March, 2024

Faculty as members in

Name	Committees (State / National / International)	University Bodies/ Board of Studies
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. 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)

Activities of the Department

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

Title	Date	Objective	No. of Students benefited	Name/Designation/ Organization of Resource Person/s
Workshop Tally - Accounting Software	26-Oct-2023	To provide training for computerized system of Accounting	112	CA Neetu Kapoor
Workshop on Financial markets	8-9 Feb 2024	To acquaint students with practical knowledge and understanding of functioning of financial market	67	Ms Shweta Cama, NSE Trainer
Interactive Session on Demystifying the Startup Journey	15-Mar-2024	To acquaint the students with the essentials of starting up a business venture	56	Ms. Kajal Dubey, Founder and Operator, Our Virtual Solutions

STUDENTS' ACHIEVEMENTS

Academic Positions Bagged by Students

Name	Class	Name of the Award/Project/Position	Name of the Agency/University	Year
Ridhima	B.Com 3 rd Sem	3 rd Position	Panjab University	2023-24

Achievements of students of the Department outside the Campus

Name	Class	Event/Category	Title of the Activity	Date	Organizing Institution/ Agency	Position/Participation
Harnoor Kaur	B.Com III	Disaster Management Tableau	Disaster Management Tableau	26-Jan-2024	NDMA Aapda Mitra on Republic Day at Parade Ground, Chandigarh	Ranked First (State level)
Kamaskha						
Preena						
Aarushi						

Shaurya	B.Com III	Just a minute	BizFest 2024	04-Mar-2024	PG Govt College for Girls, Sector 11, Chandigarh	First Position
Shaurya	B.Com III	Just a minute	Panache	23-Feb-2024	GGDSD College, Sector 32, Chandigarh	Second Position
Shaurya	B.Com III	Flash Photography	Biz Bash 2023-24	02-Apr-2024	GGs College for Women, Sector 26, Chandigarh	Third Position
Shaurya	B.Com III	Extempore	Eunoia	09-Apr-2024	Panjab University, Chandigarh	Third Position
Hitanshi	B.Com I	Logo Design	Panache	23-Feb-2024	GGDSD College, Sector 32, Chandigarh	Participated
Sezal Bhagat	B.Com II	Business Quiz	BizFest 2024	04-Mar-2024	PG Govt College for Girls, Sector 11, Chandigarh	Participated
Akriti	B.Com II	Business Quiz	BizFest 2024	04-Mar-2024	PG Govt College for Girls, Sector 11, Chandigarh	Participated
Shaurya	B.Com III	Just a minute	Biz Bash 2023-24	02-Apr-2024	GGs College for Women, Sector 26, Chandigarh	Participated
Kajal	B.Com II	Poster making	BizFest 2024	04-Mar-2024	PG Govt College for Girls, Sector 11, Chandigarh	Participated
Dilpreet Kaur	B.Com II	Poster making	BizFest 2024	04-Mar-2024	PG Govt College for Girls, Sector 11, Chandigarh	Participated

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
Ms Sukanya, M.Com	Semester Vs Annual system of education from the perspective of teachers in colleges (Published)	International Journal of Creative Research Thoughts	April, 2024	ISSN 2320-2882		International
	From Algorithms to Profits: Tracing AI's Journey in Shaping the Business World (Published)	Emerging Paradigms In Marketing	2024	ISBN 978-81-19674-29-9		National
Ms Guneet, M.Com	Semester Vs Annual system of education from the perspective of teachers in colleges (Published)	International Journal of Creative Research Thoughts	April, 2024	ISSN 2320-2882		International
	Empirical insights into the influence of digital financial literacy on the saving and spending patterns of young adults (Presented)	Digital Transformation towards Sustainable Development in Future: Vision: Viksit bharat@2047	March 2024			International
	Dynamics of Financial Literacy, Saving Behaviour and Entrepreneurial Intention: Insights from a Study of Northern India(to be published)	Sustainability and Sustainable Development in India: Past, Present and Future	March, 2024			International
	exploring the depth of happiness: a case study analysis on women happiness(presented)	The Soul in Symphony: Journey to Happiness through Self Actualization and Self Realisation	March, 2024			international

	Fostering Educational Innovation: Exploring Technological Integration in the Context of National Education Policy(Presented)	Digital India: Empowerment and Transformation towards Inclusive Growth	March, 2024		ICSSR North-Western Regional Centre, Panjab University, Chandigarh	National
	Unveiling the Horizon: In depth analysis of Tricity Female perspectives on Gender Inequality in Technical Education (Published)	Perspectives of Technical Education	March, 2024	ISBN: 978-81-971588-1-0	Gujranwala Guru Nanak Institute of Management and Technology under National Press Associates New Delhi, National	National
Ms Garima, Mcom	Semester Vs Annual system of education from the perspective of teachers in colleges (Published)	International Journal of Creative Research Thoughts	April, 2024	ISSN 2320-2882		International
	Green Library: A Step towards Sustainable Development (Published)	Sustainable Education: Aligning with the NEP 2020 & SDG'S 2030	July, 2023	ISBN 978-93-90758-86-9		International
	Educate to Empower: Addressing barriers to Girls' Access To Education (Presented)	Empowering Women in Higher Education: Examining the efficacy of National Education Policy	Nov, 2023			National Seminar
	Atmanirbhar Bharat 2025: Navigating a Self-Reliant future for India (Published)	India 2025: Vision, Challenges & Roadmap to become \$5 Trillion Economy	Feb, 2024	ISSN 2394-5990		National

	Empowering Women in Indian Entrepreneurship: Prospects and Hurdles (Presented)	Entrepreneurship: A Step towards Atmanirbhar Bharat-EOSTAB	April, 2024			National Seminar
	From Algorithms to Profits: Tracing AI's Journey in Shaping the Business World (Published)	Emerging Paradigms In Marketing	2024	ISBN 978-81-19674-29-9		National
	Green Marketing and Consumers' Buying Behaviour (Published)	Sustainable Business Practices	2023	ISBN 978-81-19757-63-3		National Seminar
Ms. Shaurya, B.Com III	Indian Ethos and Corporate Social Responsibility	"Innovative Management Strategies in Business: A Path towards Sustainability"	15 - 16th March, 2024		ICSSR sponsored Centre for Management & Humanities, Punjab Engineering College, Chandigarh	National Conference
	Fostering Educational Innovation: Exploring Technological Integration in the Context of National Education Policy	Digital India: Empowerment and Transformation towards Inclusive Growth	15-March 2024		ICSSR North-Western Regional Centre, Panjab University, Chandigarh	National Seminar
Ms. Khushi, B.Com III	Transgenerational Day Care for Toddlers and Golden Agers in Developed Countries: A Meta Analysis of Existing Literature	Sustainability and Sustainable Development in India: Past: Present and Future	21st March, 2024		University Business School, Panjab University, Chandigarh	International Conference
Ms. Kashish, B.Com II	Green Baking Initiatives in India for Sustainable Development	Sustainable Development in India: Strategies and Way Ahead	27th Feb, 2024		ICSSR sponsored GGD SD College, Chandigarh	International Seminar

PHOTO GALLERY



