

# Report of Department of Commerce (2024-25)



**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), BBA (BFSI)
- PG- Masters of Commerce

**Details of Major/Minor Research Projects by the Faculty**

<b>Nature of the Project</b>	<b>Duration Year</b>	<b>Name of the funding Agency</b>	<b>Total Grant/s</b>
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**

<b>Name</b>	<b>Title of Paper</b>	<b>Title of the Conference/ Seminar</b>	<b>National/ International</b>	<b>Month/ Year</b>	<b>Sponsoring Agency</b>
Dr Kiran Jindal	Social Stock Exchange for Philanthropy	Indigenous Technologies for Viksit Bharat	National	Nov, 2024	
Dr Mamta Ratti	Leveraging Artificial Intelligence in Higher Education to Accelerate Sustainable Development Goals	Digital Transformation and SDG Partnerships in the Indian Context	National	Feb, 2025	ICSSR
Dr Mamta Ratti	Academic Advancement and Corporate Social Responsibility Values: An Analytical study of Female Commerce Students	Corporate Social Responsibility (CSR) and Sustainable Development	National	Feb, 2025	CDC, PU

Dr Pallvi Rani	Recent Development in MOOCs with Special Reference to SWAYAM: A Descriptive Study	Digital Transformation and SDG Partnerships in the Indian Context	National	Feb, 2025	ICSSR
Dr Pallvi Rani	Libraries as Gateways to Holistic and Equitable Education: Insights on SDG 4	Digital Transformation and SDG Partnerships in the Indian Context	National	Feb, 2025	ICSSR
Dr Pallvi Rani	AI-Driven Urban Planning: How Machine Learning is Shaping Sustainable Cities.	Corporate Social Responsibility (CSR) and Sustainable Development	National	Feb, 2025	CDC, PU
Dr. Kiran Jindal	Green World-A Dream or Reality? A Study of Green Growth, Green Investment and Financial Institutions in Fragile Economies of G20 Countries	Resilience for Sustainability Management Practices and Strategies for the Future	International	Feb, 2025	
Ms Neha Goyal	Greenwashing and Consumer Purchase Intentions: Navigating the Impact of Sustainability claims in Personal care Products	Cross Border Commerce: Impact of Climate Change on Global Business Strategies-ICCBC 2025	International	Feb, 2025	
Dr. Kiran Jindal	Establishment of Social Stock Exchange: An Analysis of Country Wise Experience	Indigenous Knowledge, Self Reliance and Sustainability	International	Feb, 2025	DHE, HY

Dr. Kiran Jindal	Barriers to Education for Children Engaged in Rag Pickers: A Meta Analysis of Existing Literature	Human Values for Viksit Bharat@2047	International	March, 2025	ICSSR
Dr Disha Sharma	The Impact of AI-Generated Ads on Audience Engagement: Perspectives from Marketers and Consumers	Artificial Intelligence and Digital Transformation: Unlocking New Business Insights	International	March, 2025	
Dr Pallvi Rani	Understanding Public Perspective on Child Rag Picking in the Tricity: A Sociological Analysis of Perception and Attitude	Human Values For Viksit Bharat @ 2047 Theme-Child Labour Amongst Rag Pickers	International	March, 2025	ICSSR
Dr Pallvi Rani	Attitude, Behaviour, and Perception of Tricity Students Towards Mobile Health (MHealth) Applications: A Study on Health, Fitness, and Medical Education.	Artificial Intelligence and Digital Transformation: Unlocking New Business Insights	International	March, 2025	
Dr. Kiran Jindal	Analysing the relationship between Awareness, perceived benefit and intention of Investors to invest through Social Stock Exchange	Education, Humanities, and Digital Innovation: A Multidisciplinary Approach	International	March, 2025	

## Details of Publications by the Faculty

Name	Title of Paper	Title of the Journal	International / National	Year	PEER Review ed / Refere ed	UGC Appr oved	ISSN	Name of Database Enlisted
Dr Arshdeep/ Dr Kiran Jindal	Social Stock Exchange – An Innovative Mechanism for Philanthropy through Bourse	Theoretical and Practical Research in the Economic Fields	International	2025	–	–	2068 – 7710	SCOPUS
Dr Amandeep Kaur	Users' Perception towards E-governance Adoption Benefits: Evidence from Indian Corporate Sector	Electronic Government, An International Journal	International	2024	Yes	yes	1740-7508	Scopus
Ms. Smriti Nayyar	The Interplay of Customer Engagement and E- Service Quality in Shaping E-Banking Loyalty: Evidence from North India	Journal of Informatics Education and Research	International	2025	Yes	Yes	1526-4726	ABDC Journal
Ms. Smriti Nayyar	Understanding E-Banking Usage: The Role of Socio-Economic Variables in Shaping Consumer Behaviour	European Economic Letters	International	2025	Yes	Yes	2323-5233	ABDC Journal
Dr Kiran Jindal	Segmentation of M-wallet Users Using Cluster Analysis: An Empirical Study in Delhi NCR	International Journal of Public Sector Performance Management	International	2024	–	–	e-1741-105X , p-1741-1041	Scopus
Dr Kiran Jindal	Investor Reactions to Sustainability Index Dynamics: Asymmetries from the Asian Market Perspectives	Journal of Economic Studies	International	2025	–	–	e-1758-7387 p-0144-3585	Scopus
Dr Raman Ghuman / Ms. Amanjot Kaur Hira	Corporate Eco-Efficiency and Firm Performance Linkage: A Literature Review	International Journal of Creative Research Thoughts	International	2024	yes	yes	2320-2882	UGC CARE
Dr Disha Sharma	Consumers' Social Commerce Intention in Post-COVID-19 Era: An Empirical Analysis	Global Business Review	National	2025	yes	–	0973-0664	SCOPUS

Dr Disha Sharma	Over a Decade of Social Commerce: A Bibliometric Analysis	Journal of Commerce and Accounting Research	National	2024	yes	Yes	2277-2146	UGC CARE
Dr Gunjan	A Comparative Study of India with Selected Countries for Digital Banking Transactions by Different Socio-economic Groups	Apeejay Journal of Management and Technology	National	2024	Yes	yes	0974-3294	UGC CARE
Dr Meenu Singla	Exploring Job Quality from Different Perspectives: Development and Validation of a Causal-formative Scale	SCMS Journal of Indian Management	National	2025	Yes	Yes	0973 – 3167	Scopus, UGC Care Group II List;
Dr Meenu Singla	Organisational Culture and Leadership- A Key to Competitive Advantage	SMS Journal of Entrepreneurship & Innovation	National	2024	Yes		2349-7920	
Dr Kiran Jindal/ Dr Amandeep Kaur	Impact of Merger and Acquisition on the Stock Returns and Volatility: Evidence from India.	Vision: The Journal of Business Perspective	National	2025	Yes	Yes	2249 -5304	ABDC, Scopus
CA Jyoti Soi	Impact of GST on Business: A Study of Perception of Chartered Accountants.	The Chartered Accountant	National	2025	Yes	yes	0009-188X	UGC CARE
Dr Kanika Sofat	Quiet People have the Loudest Minds: Investigating the Role of Employee Silence on Relationship between Perceived Organisation Support and Organisation Commitment	Manthan: Journal of Commerce and Management	National	2025	yes	–	2395-2601	UGC CARE
Dr Nidhi Sharma	Transforming Brand Identity: A Semiotic Perspective on McDonald's Logo Changes	Synergy Journal of Commerce and Management	National	2024	Yes	–	2454-7603	

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

Name	Title of Chapter	Title of the Book	Year	Name of the Publisher	National/International	ISBN
Dr Rupinder Kaur	Financial Market Operations	Kalyani Publishers	2025	Kalyani Publications	National	978-93-64407-82-3
Dr Kiran Jindal	Evolutionary Metamorphosis of Money Management: Analysing Financial Frauds in India.	New Paradigms of Business Management in the Era of Analytics, Sustainability and Innovation. GLRC 2024. Springer	2025	Springer	International	978-981-97-7030-4
Dr Rupinder Kaur	Digitalisation in Banking Sector	Digital India: Empowerment and Transformation towards Inclusive Growth	2025	Gurusar Book Depot Publications	National	978-93-82181-30-9
Dr Kiran Jindal Dr Arshdeep Dr. Manpreet Kaur	Balancing Innovation and Responsibility: Tackling Challenges in Generative AI for FinTech	Generative AI in FinTech: Revolutionizing Finance Through Intelligent Algorithms	2025	Springer	International	978-3-031-76956-6
Dr.Amandeep Kaur	Augmenting the analyst: Artificial intelligence in the age of social media big data	Contemporary issues in social media marketing	2025	Routledge Taylor & Francis Group	International	978-1-032-53570-8
Dr Mamta Ratti	Leveraging Artificial Intelligence in Higher Education to Accelerate Sustainable Development Goals	Digital Transformation and SDG Partnerships in the Indian Context	2025	Mohindra Publishing House, Chandigarh	National	978-93-488813-8-0
Dr Pallvi Rani	Recent Development in MOOCs with Special Reference to SWAYAM: A Descriptive Study	Digital Transformation and SDG Partnerships in the Indian Context	2025	Mohindra Publishing House, Chandigarh	National	978-93-488813-8-0
Dr Pallvi Rani	Libraries as Gateways to Holistic and Equitable Education: Insights on SDG 4	Digital Transformation and SDG Partnerships in the Indian Context	2025	Mohindra Publishing House, Chandigarh	National	978-93-488813-8-0

Dr Kiran Jindal	Digital Banking Transformation in Asia: Fintech, Inclusion, and Future of Industry 5.0	Building a Human-Centred Infrastructure for Sustainable Industry 5.0 in Asia	2025	Palgrave Macmillan springernature	International	978-981-95-0417-6
Dr Kiran Jindal	Indian Ethos for Sustainable Business Development	Business Management and Ethics	2025	Emerald Publishing Limited	International	e: 978-1-83549-254-3
Dr Meenu Singla	The Role of Self-Realization in Business Management: A Systematic Literature Review and Future Research Agenda.	Strategic Workforce Reskilling in Service Marketing.	2025	IGI Global Scientific Publishing.	International	e:979-8-33730-166-2
Ms Disha Sharma	The Impact of AI-Generated Ads on Audience Engagement Perspectives from Marketers and Consumers	Artificial intelligence and Digital Transformation: Unlocking New Business Insights	2025	Indu Book Service Pvt Ltd		978-93-6729-132-0
Dr Gunjan	An Explorative Analysis of Competency Mapping in Banking Sector	Futuristic Trends in Management	2024	IIP Series, selfpage Developers Pvt Ltd.		978-93-5747-817-5
Dr Gunjan	CSR Initiatives and Their Influence on Economic Sustainability	Sustainable Development in India: Strategies and Way Ahead	2024	Mohindra Publishing House	National	978-81-970010-1-7
Dr Gunjan	Digital Borrowings: Opportunities and Challenges in India	Digital India: Empowerment and Transformation Towards Inclusive Growth	2025	Gurusar Book Depot Publications	National	978-93-82181-30-9

### Details of Orientation Programmes/Refresher Courses/FDPs

Name	Orientation/ Refresher/ FDP	Title of the Programme	Organizing Agency	Duration	From-To
Ms. Shelly Nanda	FDP	NEP-2020 Orientation & Sensitization Programme	Shri Ram College of Commerce, New Delhi under Malaviya Mission Teacher Training Centre Under University Grants Commission, Ministry of Education, Government of India	One Week	Nov 18,2024 - Nov 27,2024

Dr. Gunjan	FDP	NEP-2020 Orientation & Sensitization Programme	Ramanujan College, New Delhi under Malaviya Mission Teacher Training Centre Under University Grants Commission, Ministry of Education, Government of India	One Week	Aug 28,2024 - Sep 6,2024
Dr. Mamta Ratti	Refresher	88th Online Refresher Course: Commerce & Management	Sardar Patel University, Vallabh Vidyanagar, Gujrat under Malaviya Mission Teacher Training Centre Under University Grants Commission, Ministry of Education, Government of India	Two weeks	July 1st 2024 to July 14th 2024
Dr.Pallvi Rani	Refresher	Two Weeks Online National Multidisciplinary Refresher Course on Indian Knowledge System & Science	Shri Lal Bahadur Shastri National Sanskrit University (Central University) New Delhi under Malaviya Mission Teacher Training Centre Under University Grants Commission, Ministry of Education, Government of India	16 Days	9 Dec - 24 Dec, 2024

### Faculty as members in

Name	Committees(State/National/International)	University bodies/ Board of studies	NGOs (State/National/International)	Reviewers (State/National/International)
Dr. Gunjan			Indian Red Cross Society-Punjab Branch	
Dr. Mamta Ratti		Life Member (Indian Accounting Association)		
		Life Member (Indian Commerce Association)		

## Activities of the Department

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

Title	Date	No. of Students benefited	Name/Designation/ Organization of Resource Person/s
Interactive Session on Digital Marketing	08 Nov, 2024	161 Students	Mr Deepak Sharma, Founder/CEO, Immense Prescient, Mohali
An awareness session on Financial Literacy	11 No, 2024	80	Mr. Joginder Bhutani, Financial Literary Counsellor and Ex AGM, SBI Regional Office, Chandigarh)

A 30 Hours Course on "GST Return Filing"	15 Jan-21 Jan, 2025	43 Students 15 non-teaching staff members	Mr. Jatin Rathore (CA), Mr. Ankur Sharma (CA), Mr. Rajan Agnihotri (CA), CA. Jyoti Soi (CA and Assistant Professor)
A workshop on Unlocking Market Potential: Tools for Start-up Success	3 Feb- 6 Feb, 2025	51 Students 4 Faculty member	Mr. Gursimran Singh Oberoi, Founder and Managing director, Institute of Professional Banking, CA. Jyoti Soi, Chartered Accountant and Mr. Paramdeep Singh Anand, Ex-CEO, Field Assist.
A 3 day workshop on Raising Capital and Managing Finance for Startups	26 March – 28 March, 2025	48 Students	Mr Hirdesh Madan (Founder & MD of Bullseye Knowledge), Mr. Joginder Bhutani, Financial Literary Counsellor and Ex AGM, SBI Regional Office, Chandigarh), Mr. Kamaljeet Singh (Founder and CEO Proftrain mentors & Profuturistic.com)
Session on RTI Drafting and Writing Skills for Students	08 April,2025	42 Students	Dr Gagandeep Kaur, Assistant Professor, PG Department of Commerce, MCM DAV College for Women, Chandigarh

### 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
Simran Kaur, M.Com I	Presented paper titled 'The Impact of AI-Generated Ads on Audience Engagement: Perspectives from Marketers and Consumers'	International Conference on Artificial Intelligence and Digital Transformation: Unlocking New Business Insights	Mar, 2025	-		International
Harpreet Kaur, M.Com I	Presented paper titled 'The Impact of AI-Generated Ads on Audience Engagement: Perspectives from Marketers and Consumers'	International Conference on Artificial Intelligence and Digital Transformation: Unlocking New Business Insights	Mar, 2025	-		International

Vridhi Jain B. Com 2	Barriers To Education For Children Engaged In Rag Picking A Meta-Analysis of Existing Literature	ICSSR Sponsored International Conference "Universal Human Values for Viksit Bharat @ 2047	Mar, 2025	-	ICSSR	International
Ms. Kashish Agarwal B.com. 3	Leveraging Artificial Intelligence in Higher Education to Accelerate Sustainable Development Goals	Two-Day National Seminar on Digital Transformation and SDG Partnerships in the Indian Context	Feb, 2025	978-93-488813-8-0	ICSSR Sponsored Conference Organised by PGGC 42	National
Ms. Jasika Singla B.Com. 2	Ethical Issues of AI in Healthcare: Impeding Sustainable Development and Advancement in Healthcare	Two-Day National Seminar on Digital Transformation and SDG Partnerships in the Indian Context	Feb, 2025	978-93-488813-8-0	ICSSR Sponsored Conference Organised by PGGC 42	National
Ms. Jasraj B.com. 2	AI Tools and Its Influence on Critical Thinking Among the Youth of Chandigarh	Two-Day National Seminar on Digital Transformation and SDG Partnerships in the Indian Context	Feb, 2025	978-93-488813-8-0	ICSSR Sponsored Conference Organised by PGGC 42	National
Ms. Hargun Kaur B.Com. 2	Academic Advancement and Corporate Social Responsibility Values: An Analytical study of Female Commerce Students	National Seminar on the theme Corporate Social Responsibility (CSR) and Sustainable Development	Feb, 2025	-	College Development Council, Panjab University Chandigarh Sponsored organised by DAV College, Hoshiarpur	National

## PHOTO GALLERY





