


## FACULTY DETAILS PROFORMA

Title		First Name	<b>Sanket</b>	Last Name	<b>Shekhar</b>	Photograph
Designation		Assistant Professor				
Office Address		Aryabhata College Plot No 5, Benito Juarez Marg, South Campus, Anand Niketan, New Delhi, Delhi 110021				
Residence Address		Aryabhata College Plot No 5, Benito Juarez Marg, South Campus, Anand Niketan, New Delhi, Delhi 110021				
Phone No	Office	011-24110490				
	Residence	011-24110490				
Mobile						
Email		sanketshekhar@aryabhatacollege.ac.in				
Web-Page						
<b>Educational Qualifications</b>						
Degree		Institution			Year	
PhD		FMS Delhi			Pursuing	
M.com		Jamia Milia Islamia			2016	
B.com		University of Delhi			2014	
<b>Career Profile</b>						
<p>Assistant Professor, Department of Commerce, Aryabhata College, University of Delhi since August 2019</p> <p>Visiting Faculty: B.VOC (Retail Management), Jesus and Mary College, University of Delhi (Jan 2022 to April 2022)</p> <p>Assistant Professor (Ad-hoc), Department of Commerce, SPM college for Women, University of Delhi (Jan 2019 to May 2019)</p> <p>Guest Faculty- School of Open Learning and NCWEB University of Delhi (August 2019 to December 2019)</p> <p><b><u>Corporate Exposure:</u></b></p> <p>Exemption Analyst: Bank of America, Gurugram</p> <p>Internship: C voter, KBK Infra, Evelyn Learning</p>						

## FACULTY DETAILS PROFORMA

Administrative Assignments
Have served/ serving as Faculty Co-ordinator/ Member in following committees  Admission, NAAC Working Committee, Canteen Committee, Purchase Committee, Website Committee, National Innovation and Start-up Policy, Start-up Club, EntrepreneurCell, Finance and Investment Cell  (Responsible for planning, decision making, execution in interest of all the stakeholders of the institution)
Areas of Interest / Specialization
Marketing and Entrepreneurship
Subjects Taught
Principles of Marketing, Brand Management, Consumer Behaviour and Entrepreneurship and New Venture Creation
Research Guidance
Publications Profile

## **FACULTY DETAILS PROFORMA**

Published 'Sustainable Tourism Research in India: A Review Study' in SCOPUS Indexed Journal Prabandhan: Indian Journal of Management (Volume 16, Issue 4, April 2023), ISSN No: 0975-2854.

Depreciation of Rupees: Causes, consequences and policies for insulation (2020), International Journal of Academic Research and Development, Vol.6

Journey of Regional Rural Bank in Financial Inclusion (2018), International Journal of Academic Research and Development, Vol.4

Marketing of Indian Indigenous products and services in Digital Era (2018), International Journal of Academic Research and Development, Vol.3

China's Belt and Road Initiative: Implications, Prospects and Consequences(2017), International Journal of Academic Research and Development, Vol.3

Chapter titled "E-tendering and E-commerce may revamp economy by curbing Black Money and Corruption in the book titled Innovation and Technology: A roadmap for achieving worldwide competitiveness.

### **Conference Organization/ Presentations**

Presented a paper titled "Indian Organisations and corporate governance: A wilful concept or compulsion?" in the International conference on advances in management and technology 24-26 February 2022 organised by Jaypee Business School Noida

Presented a paper titled "Corporate Social Responsibility for Branding: What drives MSMEs?" in "The role of Innovation, Entrepreneurship and Management for Sustainable Development" organised by School of Management, OP Jindal Global University. (27-28 Nov 2021)

Presented a paper titled "Funding and Brand Building: Understanding the fluid relationship of MSMEs" at the International E-conference on advances in Business and Management at Saheed Bhagat Singh College, University of Delhi (20-21 January 2022)

## FACULTY DETAILS PROFORMA

Presented a paper titled “Formulating Hierarchical relationship among factors influencing corporate governance mechanism” at International Conference organised by SPMC for Women, University of Delhi

Presented a paper titled “ Impact of Jan Dhan Yojana and DBT on Financial Inclusionat Satyawati College, University of Delhi

Presented a paper titled: E-tendering and E-commerce :Innovation may revampeconomy by curbing Black Money and Corruption at International Conference on Innovation in Technology by G.L.Bajaj Institute of Management and Research

Presented a topic on an analysis of Opportunities and Challenges in Rural marketing in Northern Bihar region at International Symposium of Rural Marketing global exchange network organized by Ministry of Skill Development and Entrepreneurship

Presented a topic on analysis of Social Entrepreneurship and reduction in migration rateat National Conference on Social Entrepreneurship organized by CRA College Haryana.

### Research Projects (Major Grants/Research Collaboration)

### Awards and Distinctions

CSSS Scholarship  
Vice- Chancellor Scholarship  
Navratna 14

### Association With Professional Bodies

### Other Activities