



Faculty Details Proforma



Title	Dr.	First Name	Nisha	Last Name	Gupta	Photograph
Designation		Assistant Professor				
Address		Shaheed Bhagat Singh College, Sanatan Mandir Marg, Phase II, Sheikh Sarai, New Delhi 110017				
Date of Birth		15 th Dec. 1983				
Phone No Office						
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Email		nishadse@gmail.com nisha.gupta@sbs.du.ac.in				
Web-Page						
Educational Qualifications						
Degree		Institution			Year	
B.Com H		Shri Ram College of Commerce, DU			2004	
M.Com		Delhi School of Economics, DU			2006	
M.Phil.		Delhi School of Economics, DU			2008	
P.hd.		Delhi School of Economics, DU			2013	
Career Profile						
<p>Dr. Nisha Gupta is an Assistant Professor in Shaheed Bhagat Singh College since July, 2014. She is having teaching experience of more than 13 years to graduates and post graduate students. She has presented her research papers in various conferences and over 15 papers have been published in renowned national and international journals.</p>						
Areas of Interest / Specialization						
Human Resource Accounting, Human Resource management, Business Law, Corporate Accounting.						
Papers Taught						
Business Law Corporate Accounting Human Resource Management Digital Marketing Entrepreneurship Development Business Statistics Business Research						
Research Guidance						

Publications Profile

- Singh, Ajay Kr. and Gupta, Nisha (2008), Measurement of Human Asset: An Empirical Analysis. Indian Journal of Accounting. Vol. XXXVIII (2) June. 13-22. [Presented in the Annual Conference of the Indian Accounting Association in 2007]
- Singh, Ajay Kr. and Gupta, N. (2008). A Feasibility Study on the Role of Intrinsic and Extrinsic Factors as Source of Satisfaction for Havell's India Ltd. MAIMS Journal of Management. Vol. 3(1). 29 – 36. [presented at Ninth International Conference on Management of Transformation jointly organised by DSPSR, GGSIP, Govt. of NCT of Delhi, SHTR, and GMDA, at New Delhi on Jan. 3-5, 2008]
- Lather, Anu S., Puskas, Janods, Singh, Ajay Kr. and Gupta, Nisha (2010). Organisational Culture: A Study of Selected Organisations in the Manufacturing Sector in NCR. Agricultural Economics- Czech. Vol. 56. No. 8. 349-358. [Presented in the International Scientific Conference at Slovak Agricultural University in Nitra, Slovak Republic, from May 26-28, 2010]
- Singh, Ajay Kr. and Gupta, Nisha (2010). Contribution Based Measurement of Human Asset for Strategic Decision Making using HCIS. International Journal of Business and Management Studies. Vol. 2 (1). 97-105. Turkey. [Presented in the Annual Conference of the American Accounting Association at Hotel Hilton, New York, USA, from August 1 to 5, 2009.]
- Sinha, Smrita, Singh, Ajay Kr., Gupta, Nisha and Dutt Rajul (2010). Impact of Work Culture on Motivation Level of Employees in Selected Public Sector Companies in India. Delhi Business Review: An International Journal of SHTR. Vol. 11(1). Jan-jun. 43-54. [Presented in the Tenth Annual International Conference on U.N. Millennium Development Goals held at Szent Istvan University, Godollo, Hungary, from June 23 to 26, 2009]
- Sinha, Smrita, Singh, Ajay Kr., Gupta, Nisha and Dutt Rajul (2010). Impact of Work Culture on Motivation and performance Level of Employees in private Sector Companies. Acta Oeconomica Pragensia. Vol. 6. 49-67.
- Sinha, Smrita, Singh, Ajay Kr., Gupta, Nisha and Dutt Rajul (2011). Impact of Culture Dimensions on Role Motivation: A Model Based Study. Acta Oeconomica et Information. Vol. 2. 29-33. [Presented in the International Scientific Conference at Slovak Agricultural University in Nitra, Slovak Republic, from May 26-28, 2010].
- Gupta, N. & Singh, A.K. (2013). An empirical analysis of key components of measurement of human asset. Delhi Business Review, Vol. 14 (2). 43-55.
- Gupta, N.; Jain, A.; Bhagat, A.; Garg, N.; & Jain, N. (2011). Impact of Demographic Variables on Job Satisfaction of Employees working in Service Sector in Delhi, DSM Business Review. Vol. 3 (1). 45-70.
- Gupta, N. & Singh, A.K. (2013). Human asset measurement: A perceptual study of select service sector organizations. View of Space International Multidisciplinary Journal of Applied Research. Vol. 1 (8). 31-34.
- Gupta, N. & Singh, A.K. (2014). Metrics for human asset: AN empirical analysis of the current practice in service sector organisations in India. Amity Business Review. Vol. 15 (1). 20-30.
- Gupta, N. & Singh, A.K. (2016). Barriers to Measurements of Human Assets: An Empirical Study of Select IT sector Companies in Delhi and NCR. Amity Business Review. Vol. 17 (2).

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- Singh, A.K. & Gupta, N. (2016). The Impact of Human Asset Valuation Information on Stock Investment Decisions: An Empirical Study. Amity Finance India. Vol. 30 (4). 1203-1218.
- Gupta, (2020), Stress and its impact on communication, chapter in an edited book entitled, “Stress and its Impact on Communication”.

Conference/ workshop Organized

Member of core team and coordinator of State Registration Team of 74th All India Commerce Conference of the Indian Commerce Association hosted by Department of Commerce, Delhi School of Economics and OP Jindal University in December 2023.

Member of Organizing Committee of International G-20 Conference on Resilient Approaches for New World Order & Viksit Bharat organized in September, 2023 by Shaheed Bhagat Singh College, University of Delhi.

Member of Organizing Committee and Session Coordinator of International E Conference in January 2022 and November 2022 organized by Shaheed Bhagat Singh College, University of Delhi.

Member of Organizing Committee and Session Coordinator of International E Conference on Advances in Business and Management held in March, 2021 organized by Shaheed Bhagat Singh College, University of Delhi.

Member of Organizing Committee of National Conference on Business and Management held on 24th and 25th February 2019 and in 2020 organized by Shaheed Bhagat Singh College, University of Delhi.

Member of Organizing Committee of National Conference on Marketing in the 21 st Century: Issues and Challenges held on 5th-6th Feb, 2016.

Member of Organizing Committee of National Seminar on Financial Sector Reforms in India- The Road Ahead held on 21-22 Jan., 2011.

Successfully contributed in Tenth International Seminar on Organized Retailing: Boon or Bane jointly organized by DSPSR, GGSIP, Govt. of NCT of Delhi, SHTR, and GMDA, held at New Delhi on Jan. 4-5, 2009.

Successfully contributed in in Ninth International Conference on Management of Transformation jointly organised by DSPSR, GGSIP, Govt. of NCT of Delhi, SHTR, and GMDA, held at New Delhi on Jan. 3-5, 2008.

Awards and Distinctions

Association With Professional Bodies

Life Member of Indian Commerce Association

Other Activities

Member of Student Grievance Redressal Cell for students union election in Shaheed Bhagat Singh College.

Convenor of Ardent-The Tech & Analytics Society of Shaheed Bhagat Singh College, University of Delhi.

Member of NIRF Committee of Shaheed Bhagat Singh College, University of Delhi for Academic Year 2023-24.

Member of Internal Assessment Committee of Shaheed Bhagat Singh College, University of Delhi for Academic Year 2023-24.

Coordinator for Digital Marketing External Practical of Shaheed Bhagat Singh College, University of Delhi for the Dec 2023 examination.

Coordinator of department level Farewell programme for academic year 2022-23.

Member of organising committee for orientation programme for academic year 2023-24.

Member of the Board of Reviewers for Amity Business Review, bi-annual journal of Amity Business School, Noida since July 2014.

Worked as a content writer under e-PGPathshala Project of UGC, under NMEICT, MHRD, Govt of India.

Completed Annual Refresher Course in Commerce in 2019-20 organized by SWAYAM Arpit Online Course Certificate, Ministry of Human Resource Development.

Participated in FDP on Research Methodology : A Learning Journey from Bivariate Techniques

to Multivariate Techniques organized from 10th Dec, 2020 to 23rd Dec, 2020 by Teaching Learning Centre, Ramanujan College, Sponsored by Ministry of Human Resource Development.

Attended Seven Days Development Programme on Mind Sets, Knowledge Sets and Skill Sets for 21st Century Youth: Innovation and Adaptations held from 27th May 2020-3rd June 2020 organized by Shri Ram College of Commerce, University of Delhi.

Participated in FDP on Managing online classes and co-creating MOOCS:2.0 held from 18th May 2020 to 3rd June 2020 organized by Teaching Learning Centre , Ramanujan College, University of Delhi.

Member of Admission Committee of Shaheed Bhagat Singh College, University of Delhi for academic year 2015-16, 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22, 2022-23.

Member of committees for Golden Jubilee function of Shaheed Bhagat Singh College, University of Delhi.

Member of Annual Day Celebration committees of Shaheed Bhagat Singh College, University of Delhi since 2014.