




Faculty Details Proforma



Title	Ms	First Name	Chandni	Last Name	Aswal	Photograph
Designation	Assistant Professor					
Address	---					
Date of Birth	17 th November					
Phone No Office	---					
Mobile	---					
Email	Chandni.aswal@sbs.du.ac.in					
Web-Page	---					
Educational Qualifications						
Degree	Institution				Year	
Phd	Delhi School of Economics, University of Delhi				Pursuing	
M.Phil	Delhi School of Economics, University of Delhi				2017	
M.Com	Delhi School of Economics, University of Delhi				2012	
B. Com(h)	Shri Ram College of Commerce, Delhi University				2010	
Career Profile						
Assistant Professor in Commerce from 3 rd Jan 2013-present.						
Areas of Interest / Specialization						
Marketing, Advertising, Consumer Behaviour, Sustainability						
Papers Taught						

Advertising and Personal Selling, Marketing Management, Governance, Ethics and Social Responsibility of Business, Business Entrepreneurship and Management and Computer Applications in Business, Corporate accounting, financial accounting & Tally.

Research Guidance

PhD scholars

Under Supervision	Submitted	Awarded

M.Phil Scholars

Under Supervision	Submitted	Awarded

M.A. Dissertations

Under Supervision	Awarded

Publications Profile

Books

Title	ISBN/Publisher/Link	Indexed etc if any	Scopus	Year
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Research Publications

Article Name	Publication Type (UGC Care/ Scopus/	Journal Name	ISSN No	Volume	Year	URL	DOI

	Web of science etc)						
Factors affecting green purchase behavior: A systematic literature review	Scopus Indexed (ABDC -"A " Category)	Business Strategy and the environment	1099-0836	Volume-32, Issue 4	2022	https://onlinelibrary.wiley.com/doi/full/10.1002/bse.3237	https://doi.org/10.1002/bse.3237
Determinant factors of consumers green purchase intention: the mediating role of innovativeness	Double - Blind Peer Review	Journal of Business Studies	ISSN No. 0975-0150	VOL- X.	2018	--	--
Green Purchase Intentions,	Double - Blind Peer Review	The Delhi University Journal	ISSN-2348-4357.	VOL -4	2017	https://journals.du.ac.in/humso	

Collectivism and Materialism: An Empirical Investigation		of the Humanities and the Social Sciences				c/pdf/3%20Article%2033-50.pdf	
Analysis of Corporate Social Responsibility of Selected Indian Companies	Google Scholar Indexed	International Journal of Business and Management Invention	2319 – 8028/ISSN (Print): 2319 – 801X	Volume 3 Issue 2	2014	https://www.ijbmi.org/papers/Vol(3)2/Version-1/A03210104.pdf	--
Report on Corporate social responsibility a “social innovation	Google Scholar Indexed	South Asian Journal of Marketing & Management Research	ISSN: 2249-877X	Vol.4, Issue 2	2014	https://www.indianjournals.com/ijor.aspx?target=ijor:sajmmr&volume=4&issue=2&article	

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Practice of Green Marketing in Electronic Industry	Double - Blind Peer Review	RET academy for International journal of multidisciplinary research	ISSN: 2320-0901	VOL.2 Issue 8	2013	http://www.raijmr.com/ijrmp/wp-content/uploads/2017/11/IJRM_P_2013_vol01_issue_08_04.pdf	
New Buzz in Marketing: Go Viral	Double - Blind Peer Review	International Journal of Innovative Research and Development	ISSN 2278 – 0211	VOL.3 Issue 1	2014	https://www.isholar.in/index.php/IJIRD/article/view/144624	
Publications other than journal articles							
Title of Publication	Type of Publication	Publisher	Role in Publication	ISBN Number	Year	URL	Level

CSR and its impact on consumer behavior: A literature review	---	S.A.M. BOOKS	Chapter	ISBN:978-81-907868-0-5	2014	--	--
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Conference/ workshop Organized

- Successfully coordinated a workshop on “Financial Literacy Prosperity and Wealth” at Shaheed Bhagat Singh College, University of Delhi(22nd June 2023).
- Successfully contributed as a member at the National Conference on Marketing in the 21st Century:Issues and Challenges(5th-6th Feb 2016).
- Successfully contributed as a member at the 10th International Conference on Advances in Business and Management on Business Practices in the era of sustainable development goals 2030 and new age technologies (10th-11th November 2022).
- Successfully organized “International e-conference on Advances in Business & Management-IECBM-2022” at Shaheed Bhagat Singh College, University of Delhi.
- Successfully organized “International e-conference on Advances in Business & Management-IECBM-2021” at Shaheed Bhagat Singh College, University of Delhi.

Awards and Distinctions

Association with Professional Bodies

- Member of Indian Commerce Association(ICA).

Other Activities

- Convenor of Time Table and Workload Committee 2022-2023.
- Convenor of Computerization Committee 2021-2023.

- Recorded special lectures on radio under program “MukhVidya Vani” for senior secondary students.
- Developed digital content, recorded live lectures and developed curriculum and study material at secondary and senior secondary level for National Institute of Open Schooling, an autonomous institution of Ministry of HRD, Govt. of India.
- Invited as resource person by DAV Centenary Public School, Delhi and delivered a lecture on ‘Marketing Management’.
- Member of the sub-committee "Marketing" during the formulation of Undergraduate Curriculum Framework (UGCF)-2022 based on NEP-2020, Delhi University.
- Invited as external examiner for computer and tally practical in various Colleges.
- Worked as a member of various academics and college committees.
- Worked as convener for conducting various practical exams.
- Participated in ICSSR-sponsored two-day 8th Annual International Commerce Conference - 2023 on " भारत @ 2047: Role of Commerce and Business" being organised by the Department of Commerce, Delhi School of Economics, the University of Delhi on January 11 and 12, 2023 at Deen Dayal Upadhyaya College, University of Delhi.
- Participated in One Week Faculty Development Programme on Research Methodology, organized by Research Affairs Committee, Rajdhani College, University of Delhi in Collaboration with Indian Commerce Association (ICA) Delhi - NCR Chapter, from 04th to 10th July, 2022, Rajdhani College, University of Delhi, New Delhi.
- Successfully completed E-Workshop on Qualitative Analysis with Nvivo organized by Commacad from 24-25 April, 2022.
- Attended workshop on “Understanding Plagiarism Detection Software Ouriginal” organized by University of Delhi in Association with eGalactic Pune on 28th Jan 2022.
- Participated in Faculty Development Program on Systematic Literature Review with a hands-on workshop on ATLAS.ti under Research Excellence Series organized on Wednesday 12th October to Friday 14th October 2022 by Amity Business School, Amity University Mumbai.
- Successfully participated in workshop on SmartPLS 4 organised by Numerical Analytics from 7th-11th November, 2022.
- Successfully participated and completed the Professional Development Programme on “Implementation of NEP2020 for University and College Teachers” organized by Indira Gandhi National Open University from 07-15 October, 2022 and obtained 'A' Grade.
- Successfully completed FDP on Enhancing Research Skills organised by Kamala Nehru College, University of Delhi from 4th-5th August 2021.
- Successfully completed One Week Faculty Development Programme on “ICT based tools and its applications in teaching learning process” organized by BSVS Educational Learning Centre, Nagpur from 27th May 2020-2nd June 2020.

- Attended National Web Series on Digital Content Creation for social media organized by Bombay Teachers Training College in collaboration with Thadomal Shahani Engineering College from 6th July-11th July,2020.
- Attended National Webinar on “Using SPSS to Understand Research & Data Analysis” organized by Research Advisory Committee, Aditi Mahavidyalaya, University of Delhi in collaboration with ICFAI Business School (IBS) Gurgaon on 24th May 2020.
- Successfully completed One-Week Online Research Methodology Workshop organized by SHoDH Haryana in collaboration with School of Business and Management Studies, Central University of Haryana, Mahendergarh and Indian Council of Social Science Research, New Delhi from 3rd July -9th July,2020.
- Successfully completed FDP on Research Methodology: Tools and Techniques organized by IILM College of Engineering & Technology from 18th May-22nd May,2020.
- Successfully completed Two Day National Open Workshop on “Getting Aligned to the Publishing Process”- Author Workshop organized by Elsevier 25th September,2020.
- Participated and successfully completed Two Weeks Faculty Development Programme sponsored by Ministry of Human Resource Development Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching on topic-Managing Online Classes and Co-Creating Moocs from April 20 -May 06, 2020.
- Attended Workshop on Soft Skill Development in New Age Teaching organized by Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi on 19th Oct,2019.
- Successfully participated in Workshop on Case Study: An Experiment Approach to Classroom Teaching in Commerce and Management organized by Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi on 13th-14th Dec,2019.
- Attended FDP on Empowering Educators organized by Northern India Regional Council-Institute of Company Secretaries of India, The Park Hotel,15, Parliament Street, New Delhi on 17th September,2019.
- Attended Faculty Empowerment Workshop for Commerce Teachers organized by Indian Accounting Association in collaboration S.G.T.B. Khalsa College (University of Delhi) from 20th Jan-21st Jan 2017.
- Successfully completed National Faculty Development Programme on Data Handling and Advance Analytics from 2nd -8th May, 2016 organized by Department of Geography, Shaheed Bhagat Singh College (University of Delhi).
- Attended workshop on Cyber Laws and Crimes organized by Delhi School of Economics, University of Delhi in collaboration with NeGD-Ministry of Electronics and Information Technology on 21st Jan,2017.