



Faculty Details Proforma



Title	Ms.	First Name	Nupur	Last Name	Bhati	Photograph
Designation	Assistant Professor					
Address	Shaheed Bhagat Singh College Sheikh Sarai, phase -II, New Delhi-17					
Date of Birth	9 th October 1986					
Phone No Office						
Mobile	9811446843					
Email	nupurbhati@sbs.du.ac.in					
Web-Page	http://www.sbsc.in/					
Educational Qualifications						
Degree	Institution				Year	
Ph.D	University of Delhi				Pursuing	
M.Com	IGNOU				2017	
M.B.A	Amity University				2009	
B.sc(H) Botany	University of Delhi				2007	
Career Profile						
Nupur Bhati is Assistant Professor in the Department of Commerce, Shaheed Bhagat Singh College, University of Delhi. She has 12 years of teaching experience with specialization in Marketing & IT. Proficiency in handling students by using interactive discussion and “hands-on” approaches to help them learn and apply concept in subjects. Been a part of various seminars, conferences and have authored few E- lessons and papers in various UGC listed journals.						
Areas of Interest / Specialization						
Marketing, Computer Applications						
Papers Taught						
Computer Concepts & Software Packages, Retail Business Management, International Marketing, Entrepreneurship, Project Management, Computer Application In Business, Business Organisation and Management, consumer behavior and advertising.						

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 Scopus etc if any		Year	
Research Publications							
Article Name	Publication Type (UGC Care/ Scopus/ Web of science etc)	Journal Name	ISSN No	Volume	Year	URL	DOI
CARBON LABELLING-an overview		Galaxy International Interdisciplinary Research Journal	2347-6915	2	2014		
EMPLOYER BRANDING-an overview		International Journal of Marketing, Financial Services & Management Research	2277 3622	3	2014		
NEUROMARKETING: a new marketing tool to peep into customer's mind		International Journal and magazine of engineering technology, management and	2348-4845	4	2017		

		research					
Publications other than journal articles							
Title of Publication	Type of Publication	Publisher	Role in Publication	ISBN Number	Year	URL	Level
Authored E- Lessons at ILLL (Institute of Life Long Learning, University of Delhi)	Chapters on 1. Advertising Budget 2. Media Plan 3. Managing Group dynamics 4. Organizational culture and climate	ILLL(UNIVERSITY OF DELHI)	AUTHOR		2013		
Authored chapter in book DIGITAL MARKETING OUTREACH : THE FUTURE OF MARKETING PRACTICES	Author chapter on Influencer marketing: Its antecedents and behavioural outcomes	Routledge, Taylor and Francis group	Author	9781032585314	2022		
Conference/ workshop Organized							
<ul style="list-style-type: none"> • Participated in one week Faculty Development Program cum workshop on “analytical techniques for research in social sciences” held from may 22nd -28th, 2012 organised by Delhi School of Professional Studies and Research (DPSR) in collaboration with “global network of business researchers” (GNBR). • Attended one day Faculty Development Program on “Computerised Accounting System using Tally.ERP 9”, organized by Deen Dayal Upadhyaya College and TALLY education private ltd. in collaboration with Indian accounting association, Delhi chapter, on Friday, the 7th August 2015. • Attended the Faculty Development Programme on E-Filing of Income Tax Return by Eminent Tax Consultant Dr. Vinod K Singhania held at SGTB Khalsa College Auditorium on 6th August 2016 							

- Attended 40th All India Accounting Conference and International Seminar on Accounting Education and Research, organised by University college of commerce and ,management studies, Mohanlal sukhadia university ,Udaipur in association with Indian Accounting Association, 18th-19th November,2017
- Attended 6th Annual International Commerce Conference on “ Digital Outreach and Future of Marketing Practices, Department of Commerce, Delhi school of Economics, University of Delhi, 11th-12th January,2018
- Attended 7th National Conference on Technology and Innovations: Changing the face of Business held at Shaheed Bhagat Singh College, University of Delhi on January 31st ,2020
- Participated in 2 day workshop on topic “Conducting and Publishing High Quality Research in Empirical Modeling for Marketing Strategy organised by ACADEMY OF INDIAN MARKETING in collaboration with Indian Institute of Management Lucknow,6th -7th February ,2020
- Attended 44th All India Accounting Conference and International Seminar on Accounting Education and Research, organised by school of commerce and business studies, Jiwaji university, Gwalior, MP in association with Indian Accounting Association, 29th-30th October ,2022

Attended 8th Annual International Commerce Conference-2023 “bharat@2047-role of commerce and business” organised by Department of commerce, Delhi school of economics, University of Delhi in association with Deen Dayal Upadhaya College ,University of Delhi,January 11-12,2023.

Awards and Distinctions

Association with Professional Bodies

Member of INDIAN ACCOUNTING ASSOCIATION

Other Activities