




Faculty Details Proforma



Name	Ms. Subathra V	
Designation	Assistant Professor	
Department	Department of Commerce	
Address (Official)	Shaheed Bhagat Singh College, Sanatan Mandir Marg, Phase II, Sheikh Sarai, New Delhi, Delhi 110017	
Date of Birth	05-06-1994	
Mobile No.		
Email	subathrav@sbs.du.ac.in	

Educational Qualifications

Degree	Institution	Year	Specialization
Ph.D	Faculty of Management Studies, University of Delhi	Oct, 2020 - Pursuing	Management
UGC - NET	UGC	Dec. 2018 & 2019	Management
MBA	School of Business, Public Policy and Social Entrepreneurship, Bharat Ratna Dr. B R Ambedkar University Delhi	2018	Major: Human Resources Management & Organizational Behaviour Minor: Marketing
B.Sc. (Hons)	Miranda House, University of Delhi	2014	Mathematics

Career Profile

Organisation/Institution	Designation	Duration	Role
Department of Commerce, Shaheed Bhagat Singh College, University of Delhi	Assistant Professor (Grade 1)	07-03-2023 to Till Date	Teaching, Research & Administrative Assignments
Non-Collegiate Women's Education Board, Bharati College Centre, University of Delhi	Guest Faculty	October 2022 – December 2022 & January 2023 – March 2023	Teaching & Examination Duties
Department of Vocation, Kalindi College, University of Delhi	Internal Guest Faculty	January 2021 – March 2023	Teaching & Examination Duties
Department of Commerce, Kalindi College, University of Delhi	Assistant Professor	02-08-2019 to 06-03-2023	Teaching, Research & Administrative Assignments
School of Business, Public Policy and Social Entrepreneurship, Bharat Ratna Dr. B R Ambedkar University Delhi	Research Assistant	Feb 2019 to July 2019	Research, Placements and Corporate Relations
Mancer Consulting Services	Management Trainee	May 2018 to August 2018	Recruitment & Research

Project Rescue Foundation	Senior Teacher	Jan 2015 to July 2016	Teaching & Training
Research Interests/Specialization			
Skill Development, Employee Behaviour, Employability, Leadership, Human Resources Management, Organizational Behaviour, Leadership and Change, Building Teams for Excellence, Diversity and Intercultural Management, Coaching, Counselling and Mentoring, Performance Management, Compensation and Reward Management			
Papers Taught			
<ul style="list-style-type: none"> • B.Com (Hons) - Business Laws • B.Com (Hons), B.Com, B.A. Prog - Computer Applications in Business • B.Com - Principles of Marketing • B.Com, B.A. Prog – Advertising • B.A. Prog - Entrepreneurship and Small Businesses: Contemporary Issues and Policy Framework • B.Com (Hons), B.Com, B.A. Prog - E-Commerce • B.Com - Organizational Behaviour • B.Com (Hons) - Leadership and Team Development • B.Com - Business Organization and Management • B.Com (Hons) Generic Elective – Project Management & Techniques • B.Voc (Printing Technology) – Industrial Psychology • B.Voc (Website Designing) – Communication Competency • B.Voc (Website Designing) – Quality Management • MBA – Business Research (4 Sessions) • B.A. Prog – Human Resources Management (Generic Elective) • B.Com – International Business • B.Com – Investing in Stock Markets 			
Awards & Academic Achievements			
<ul style="list-style-type: none"> • Awarded “<i>International Academic Excellence Award 2022</i>” by Center for Professional Advancement Continuous Education (CSPACE), A unit of IMRF Regd. with Govt. of India NITI Aayog on 22nd July 2022 • Awarded “<i>Best Young Researcher Award 2021</i>” by GRABS Educational Charitable Trust in collaboration with the Tamil Nadu Association of Intellectuals and Faculty (TAIF) on 13th June 2021 • Secured 1st rank holder scholarship at School of Business, Ambedkar University Delhi (2018) • Secured rank holder scholarship for 2 consecutive semesters at School of Business, Ambedkar University Delhi (2017-18) 			
Invited as Resource Person			
<ul style="list-style-type: none"> • Invited as Resource Person for a lecture on “<i>Achieving through the Inevitable</i>” organized by the Department of Computer Science, Nirmala College for Women, affiliated to Bharathiar University, Tamil Nadu on 28th October, 2020 			
Publications (Peer Reviewed/Indexed Journals)			
Year of Publication	Title	Journal (Name of the journal, Vol Issue ISSN)	Co-Author

2023	Impact of Digital Literacy on Women Empowerment in Higher Education: A Case Study Based Approach	International Journal of Multidisciplinary Educational Research, ISSN: 2277-7881; Impact Factor:8.017, Volume 12, Issue 4(2), April 2023; Peer Reviewed and Refereed Journal.	First Author
2021	Understanding of Power and Influence in an Indian Public Sector Organization	International Journal of New Technology and Research (IJNTR), ISSN:2454-4116, Volume 7, Issue 5, 21-29, May 2021	Sole Author
2021	Covid-19 Pandemic: Challenges and Responses towards Online Teaching-Learning In Higher Education : Indian Perspective	Vivekananda Journal of Research, January-June 2021, Vol. 10, Issue 1, 79-93, ISSN 2319-8702(Print) ISSN 2456-7574(Online) Peer Reviewed Refereed Journal	First Author
2021	Comparison of Regression, ANNs and SVMs methods for Prediction of the Indian Stock Market	Vivekananda Journal of Research, January-June 2021, Vol. 10, Issue 1, 125-146, ISSN 2319-8702(Print) ISSN 2456-7574(Online) Peer Reviewed Refereed Journal	Co-Author

Seminar/Workshop/Conferences Presentation/Organisation

Paper Presentation:

- Presented a paper entitled as “*The Impact of Digital Literacy on Women Empowerment in Higher Education: A Case Study Based Approach*” in the ICSSR sponsored two-day National Conference on “*Footprints of Women in the Making of Bharat*”, organized by *Non-Collegiate Women’s Education Board (NCWEB)* in collaboration with *Akhil Bhartiya Rashtriya Shaikshik Mahasangh (ABRSM)* held at the Conference Center, University of Delhi on 25th – 26th November 2022
- Presented a paper entitled as “*The Impact of COVID-19 Pandemic on Education in India: Digital Initiatives and Challenges*” in the International Webinar on “*Leadership and Management in Education – An Ongoing Global Crisis: Exploring Challenges and Possibilities*”. Organized by *Department of Education, West Bengal State University* held from 27th May 2020 to 29th May 2020

Faculty Development Programmes/ Seminars/ Workshops:

- Participated in the “*Women Growth Summit – 2023*” organized by *Success Gyan Academy* on 28th January 2023
- Participated in the ICSSR sponsored two-day National Seminar on “*Footprints of Women in the Making of Bharat*”, organized by *Non-Collegiate Women’s Education Board (NCWEB)* in collaboration with *Akhil Bhartiya Rashtriya Shaikshik Mahasangh (ABRSM)* held at the Conference Center, University of Delhi on 25th – 26th November 2022

- Participated in the Course Workshop on “*Emotional Intelligence*” organized by *Value Added Courses Committee, University of Delhi* in collaboration with *Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi* held on 21st October 2022
- Participated in Three Days National Workshop on “*Research Methodology and Research Ethics*”, organized by *Society of Commerce and Management Lecture Series, Department of Commerce, Rajdhani College, University of Delhi*, held on 12th -14th September, 2022
- Participated in National Webinar on “*How to Catch Fake/Clone/Predatory Journals in Academics*”, organized by *Research Affairs Committee, Rajdhani College, University of Delhi, New Delhi* on 27th August, 2022
- Participated in International Seminar on “*Transforming Youth Skills for the Future 2022*” organized by *Center for Professional Advancement Continuous Education (CSPACE), A unit of IMRF Regd. with Govt. of India NITI Aayog* on 22nd July, 2022
- Participated in Webinar on “*New PQDT Global & Citation Connection: Ideating Your Literature Review with New Insight*” organized by *University of Delhi in Collaboration with ProQuest, Part of Clarivate*, held on 14th July, 2022
- Participated in Webinar on “*Vosviewer: A Tool for Bibliometric Analysis in Research*” organized by the *Department of Commerce, Jesus & Mary College, University of Delhi* on 25th March, 2022
- Completed the *Capacity Building Workshop on Rights* organized by the *Women’s Development Cell, Kalindi College and Delhi Commission for Protection of Child Rights* on 16th November, 2021
- Participated and obtained **Grade A+** in an Online one-week Faculty Development Programme on “*Psychological Skills for Effective Teaching and Learning*”, organized by *Teaching Learning Centre, Ramanujan College, University of Delhi under the aegis of Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching* from 01 - 07 June, 2021
- Participated in an Online Workshop on “*Coding Qualitative Data using NVivo*”, organized by *Koach Scholar, New Delhi* held from 10th July 2020 to 12th July 2020
- Participated in Webinar on “*Professional Etiquettes at Workplace*”, organized by *Atma Ram Sanatan Dharma College, University of Delhi* held on 8th July 2020
- Participated in Webinar on “*Research Paper Questionnaire Development*”, organized by *Department of Management Studies, RKGIT* held on 27th June 2020
- Participated in National Webinar on “*Yog se Sampurna Vikas*”, organized by *National Service Scheme and Department of Physical Education, Kalindi College, University of Delhi* held on 21st June 2020
- Completed with **Grade “A”** in the Online Faculty Development Programme on “*Teaching Pedagogies-Innovative Ways*” organized jointly by *GRABS Charitable Trust and Tamilnadu Association of Intellectuals and Faculty* held from 19th June 2020 to 25th June 2020
- Participated and successfully completed in 14-Days National Faculty Development Programme on “*Data Analysis for Research in Social Sciences*”, organized by *Teaching Learning Centre, Ramanujan College, University of Delhi and Indian Accounting Association, NCR Chapter* held from 17th June 2020 to 30th June 2020
- Participated in Webinar on “*Leave Rules and Procedures for University and College Employees*”, organized by *IQAC, Staff Association and Library of Kalindi College, University of Delhi* held on 17th June 2020

- Participated in National Webinar on “Covid-19 Challenges and Coping Strategies”, organized by Jagadguru Shankaracharya College of Education, Bhilai held on 16th June 2020
- Participated in Five-Days Online Workshop on “Essential Skills for Research Writing and Publication” organized by Learning Resource Center, Bennett University, Times of India Group held from 15th June 2020 to 19th June 2020
- Participated in Five-Day National Level Online Faculty Development Programme on “Capacity Building and Continuous Professional Development” organized by Department of Business Management, Vaageswari College of Engineering, Telangana held from 15th June 2020 to 19th June 2020
- Participated in One Day National Webinar on “Research Methodology”, organized by Research Center Political Science & Economics, Yeshwantrao Chavan College held on 15th June 2020
- Participated in an International Webinar on “HR Challenges and Responses under Global Pandemic” organized by Department of Commerce & Management Studies in collaboration with IQAC of Tolani College of Commerce, Mumbai held on 13th June 2020
- Participated in National Webinar on “Impact of Covid-19 on MSMEs”, organized by Department of Business Management, Vaageswari College of Engineering, Telangana held on 12th June 2020
- Participated in Training Session by M-Edu Professionals for “Effective Functioning of E-Office”, organized by IQAC, Kalindi College, University of Delhi held on 11th June 2020
- Participated in a Webinar on “Rethinking Ideas of Management Research Post Covid-19: Focusing on Business, Public Policy and Social Entrepreneurship”, organized by the School of Business, Public Policy and Social Entrepreneurship, Ambedkar University Delhi on 10th June 2020
- Participated in International Webinar on “Post Covid-19 Educational Scenario: Prospects and Challenges”, organized by School of Education, Hemvati Nandan Bahuguna Garhwal University, Uttarakhand in collaboration with PMMMNMTT held on 6th June 2020
- Participated in National Online Faculty Development Programme on “Innovation and Research Opportunities for Faculty in the New Normal”, organized by the Research & Development Cell & IQAC, Women’s Christian College, Chennai held on 5th June 2020
- Participated in a Webinar on “Art and Science of Mentoring”, organized by Department of Physics, Daulat Ram College, University of Delhi held on 1st June 2020
- Participated in a Global Symposium Webinar on “Skills for the 22nd Century”, organized by X-Culture held on 29th May 2020
- Completed Two-Week Online Workshop on “Comprehensive E-Learning to E-Training Guide for Administrative Work”, organized by Teaching Learning Centre, Ramanujan College, University of Delhi held from 25th May 2020 to 5th June 2020
- Completed with **Grade “A”** in the Online Faculty Development Programme on “Moodle Learning Management System” jointly organized by GRABS Educational Charitable Trust and Tamil Nadu Association of Intellectuals and Faculty held from 25th May 2020 to 29th May 2020
- Participated in National Webinar on “Impact of Covid-19 on Environment”, organized by Department of Zoology, Paliwal College, Shikohabad held on 25th May 2020
- Participated in National Webinar on “Education During and After Pandemic Covid-19”, organized by Hope Educational Society held on 24th May 2020

- Participated in a Webinar on “*Cyber Security, Safety and Privacy in today’s Digital World*”, organized by *Non-Collegiate Women’s Education Board, Kalindi College Learning Center, University of Delhi* held on *17th May 2020*
- Participated in a Webinar on “*Enhancing Quality and Visibility of Research Output of Faculty and Researchers*”, organized by *Gargi College, University of Delhi* held on *16th May 2020*
- Participated in a Webinar on “*E-Learning: Challenges and Opportunities*”, organized by *Department of Education, Kavikulaguru Kalidas Sanskrit University, Ramtek* held on *15th May 2020*
- Participated in a National Level Webinar on “*Exercise and Diet during Quarantine & Lockdown*”, organized by *Department of Physical Education and Sports, SPDM College, Shirpur* held on *12th May 2020*
- Participated in a Webinar on “*Changing Paradigm of Research in COVID Era*”, organized by *Department of Commerce, Shivaji College, University of Delhi* held on *12th May 2020*
- Participated in a One-Week National E-Learning Workshop on “*Research Methodology*”, organized by the *Center for Skill Development & IQAC, Shyam Lal College, University of Delhi* held from *8th May 2020 to 15th May 2020*
- Participated in a Webinar on “*Mendeley: A Complete Solution to Organize Research*”, organized by the *Department of Computer Science and Engineering, Manav Rachna International Institute of Research and Studies* held on *9th May 2020*
- Participated in a Webinar on “*How to Use Turnitin Software for your Research*”, organized by *Guru Nanak Institute of Management Studies* held on *4th May 2020*
- Completed with **Grade “A”** in the 7 Day Online Faculty Development Programme on “*Research Methodology*” jointly organized by *GRABS Educational Charitable Trust and Tamil Nadu Association of Intellectuals and Faculty* held from *5th May 2020 to 11th May 2020*
- Completed Two Week Faculty Development Programme on “*Managing Online Classes and Co-Creating MOOCS*”, organized by *Teaching Learning Center, Ramanujan College, University of Delhi* held from *20th April 2020 – 6th May 2020*
- Participated in a National Webinar on “*Creation of MOOCs*”, organized by *Kirti M. Doongursee College of Arts, Science and Commerce* held on *27th April 2020*
- Participated in 7 Day Faculty Development Programme on “*Research Methodology and Statistical Tools*”, organized by *Teaching Learning Center Ramanujan college, University of Delhi* held from *23rd December 2019 to 29th December 2019, at Ramanujan College, University of Delhi.*
- Participated National Conference on “*The Role of Media in Socio-Economic Development after Independence in India*”, organized by the *Journalism and Commerce Department, Kalindi College, University of Delhi* held on *7th November 2019 at Kalindi College, University of Delhi*

Research Projects

- Case Study on “*Power Influences on Employee Behavior in a Public Sector Enterprise*”, School of Business, Ambedkar University Delhi (2018)
- Business Research project on university experience of UG students of AUD, School of Business, Ambedkar University Delhi (2017)
- Experienced the nuances of working in business environment through set up of a business venture in university campus called “*DIY Life*”, School of Business, Ambedkar University Delhi (2017)

Research Guidance

- Mentored the project reports of the students of B.Com at Kalindi College, University of Delhi
- Mentored the “mystery shopping quality experiences” project of the students of B.Voc – Quality Management at Kalindi College, University of Delhi

Contribution to Corporate Life/Administrative Assignments

- Contributed as Member, Decoration & Stage Beautification Committee in Leren’23, The Annual College Festival of Kalindi College, University of Delhi held on 14th & 15th of February 2023
- Contributed as Member, Memento Committee in the Alumni Meet Event of Kalindi College, University of Delhi held on 5th February 2023
- Contributed as Judge in the Debate Competition of KaCES: The Economics Society of Kalindi College, University of Delhi held on 3rd February 2023
- Contributed as Member, Refreshments Committee in the Oath Ceremony & Freshers’ Welcom Event of Kalindi College, University of Delhi held on 19th January 2023
- Contributed as Member, Accounts Committee in the Delhi University Centenary Celebrations Event of Kalindi College, University of Delhi held on 19th October 2022
- Member – Criteria IV: AQAR 2021-2022, NAAC Assessment, Kalindi College, University of Delhi (Since September 2022)
- Member- Committee for Collaboration, Exchange Programmes, Consultancy & Internship (Since September 2022)
- Contributed as **Editor-in-Chief** of COMMETTE, Issue 1, October 2021, The Annual Newsletter of Department of Commerce, Kalindi College, University of Delhi
- Member – Time Table Committee, Kalindi College, University of Delhi (Since 2021)
- Member – Criteria V: Student Support and Progression, AQAR & SSR, NAAC Assessment, Kalindi College, University of Delhi (Since 2021)
- Member – Alumni Committee, Kalindi College, University of Delhi (Since 2021)
- Member – Teachers Feedback Committee, Kalindi College, University of Delhi (Since 2021)
- Member – RAQS, Street Play Club, Kalindi College, University of Delhi (Since 2021)
- Member – SC/ST Verification Committee, UG Admissions 2021-2022, 2022-2023
- Member – OBC Verification Committee, UG Admissions 2020-2021
- Member – Departmental Time-Table Committee, Department of Commerce, Kalindi College, University of Delhi (Since 2019 – Till Date)
- Contributed as organizing committee member and event coordinator for various events held in the academic year 2021-2022 at Kalindi College, University of Delhi
- Contributed as **Co-Convenor** for the Inter-College Departmental Fest organized by COMQUER, Department of Commerce, Kalindi College, University of Delhi held on 9th April 2021
- Contributed as Organizing Committee Member for the Inter-College Lip-Sync Battle organized by COMQUER, Department of Commerce, Kalindi College, University of Delhi held on 9th April 2021
- Contributed as Judge for the Inter-College Debate Competition organized by COMQUER, Department of Commerce, Kalindi College, University of Delhi held on 17th February 2021

- Contributed as Organizing Committee Member for the Inter-College Poster Making Competition organized by COMQUER, Department of Commerce, Kalindi College, University of Delhi held on 16th January 2021
- Contributed as Organizing Committee Member for the Webinar on “Opportunities after COVID Era: Corporate Expectations”, Organized by the Department of Commerce, Kalindi College, University of Delhi in collaboration with Pune Institute of Business Management, held on 20th November 2020
- Contributed as Organizing Committee Member for the Webinar on “Bollywood Business – The Commerce of Box Office Collection” Organized by the Department of Commerce in collaboration with Department of Journalism, Kalindi College, University of Delhi
- Contributed as Technical Committee Member for the Webinar on “Business Ethics – A Dire Need of the Hour”, Organized by the Department of Commerce in collaboration with IQAC, Kalindi College, University of Delhi held on 4th September 2020
- Contributed as Organizing Committee Member for the Workshop on “Stock Market Investing”, held on September 26th, 2019 at Kalindi College, University of Delhi
- Executive Committee Member, Ambedkar University Delhi Alumni Association (2019-Present)
- Secretary, Placement Cell, School of Business, AUD (2017-2019)

Certifications/Proficiency

- Certificate Course in **French Language**, Miranda House, University of Delhi (2014)
- **Computer Proficiency:** Course on Computer Concepts (CCC), NIELIT – MS Office (2016)
- **Software Proficiency:** MATLAB, Mathematica
- Certification in “*Digital Marketing - Tools, Techniques & Strategies*”, FindMyAdmission Edu-Tech Pvt. Ltd., (2017)
- **X-Culture Global Collaboration Course:**
 - Completed the *X-Culture Global Collaboration Course* involving theoretical training and two months of practical experience as a member of a Global Virtual Team.
 - Developed a business plan for a multi-national company, by working alongside over 4000 students from 110 Universities in over 40 countries and 6 continents (2017)
- Completed “*Basic MIS Certification*” course conducted by *School of Business, Public Policy and Social Entrepreneurship, Dr. B R Ambedkar University of Delhi* (2018)
- Completed Certificate Course on “*Women and Law*” conducted by *Lady Shri Ram College for Women, University of Delhi* (2019)
- Completed Online Course on “*People Analytics: HR Analytics Fundamentals*” Conducted by *Unlock HR, Udemy* (2020)
- Completed Online Course on “*Microsoft Access: Advanced*” Conducted by *Udemy* (2020)
- Completed Online Course on “*Microsoft Excel: Advanced*” Conducted by *Udemy* (2020)
- Completed Online Course on “*Microsoft Excel: Hacks*” Conducted by *Udemy* (2020)
- Completed Online Course on “*Typing Basics and Improving Typing Speed*” Conducted by *Udemy* (2020)
- Completed Online Course on “*Developing as an Online Practitioner*” Conducted by *QASPIR* (2020)

- Completed with **Grade “A”** in the Online Course on “**Writing Case Studies, Project Preparation and Funding of Research Projects**”, organized by *Indian Academic Researchers Association and Department of Commerce, University of Madras* held from *21st May 2020 to 23rd May 2020*

Others

- Received the Certificate of Appreciation for the timely evaluation of answer scripts of Open Book Examination (OBE) held in Nov-Dec, 2021
- Received the Certificate of Appreciation for the timely evaluation of answer scripts of Open Book Examination (OBE) held in June, 2021
- Received the Certificate of Appreciation for the timely evaluation of answer scripts of Open Book Examination (OBE) held in March, 2021
- Successfully completed the National level Online Quiz with score 70% on “Statistics and Research Methodology” conducted by Department of Mathematics, Periyar Maniammai Institute of Science and Technology, Tamil Nadu on *11th June 2020*
- Successfully completed the National level e-quiz on Management Principles organised by the Department of Business Administration, Thiru. Vi. Ka. Government Arts College, Thiruvavarur on *10th June 2020*
- Successfully completed the "NAAC Awareness Quiz" conducted by IQAC of B.H.S. Arts and T.G.P Science College, Jamkhandi on *8th June 2020*
- Participated in the National Level Online Business & Commerce Quiz Competition conducted by Commerce Association, Department of Commerce, S.D. (P.G.) College, Panipat on *6th June 2020* and achieved a score of 30/60
- Participated and well performed in the Online Quiz on “Business Management and International Business” organized by BBA and BBA (IB) Department, MIT Arts, Commerce and Science College, Alandi (D), Pune on *3rd June 2020*
- Received the Certificate of Appreciation for taking “*Stay at Home, Save lives Pledge*” and committed to abide and strictly follow the lockdown rules of government of India; Participated in the “Online COVID -19 Pandemic General awareness Quiz” with *80% marks* organized by Department of Physics and Internal Quality Assurance cell, Rajarshi Shahu Arts, Commerce and Science college, Pathri on *26th May 2020*
- Participated and secured 67% in the “National Level E-Quiz Competition on Research Methodology”, organized by Post-Graduate Department of Commerce Sant Sohirobanath Ambiye Government College of Arts & Commerce, Virnoda Pernem – Goa on *20th May 2020*
- Participated and successfully completed the online COVID-19 Awareness Quiz organized by Maharishi Markandeshwar (Deemed to be University), Mullana on *17th May 2020*
- Participated with an excellent performance in the online quiz on “COVID-19 Pandemic” organized by Library Division of Rajdhani College, University of Delhi during *10th May – 12th May 2020*
- Participated in the Online Quiz based on “COVID-19 Awareness Programme April - May 2020” organized by Department NSS and Library of Shri Vasantrya Pharate Patil College, Mandavgan Pharata, Tal- Shirur, Dist- Pune.
- Successfully completed the online quiz on Aptitude and English Grammar organized by the Department of Humanities and Sciences, Sumathi Reddy Institute of Technology for Women, Telangana

