


## Curriculum Vitae

Title	<b>Mrs.</b>	First Name	<b>Charu Sarin</b>	Last Name	<b>Arora</b>	
Designation	Assistant Professor					
Department	Commerce					
Institutional Email Address	csarin@jmc.du.ac.in					
<b>EDUCATION</b>						
Degree	Institution		Year	Details		
Ph.D. (Pursuing)	School of Management Studies, IGNOU		--	“Influence of Cognitive Vs. Emotional Appeals on Buying Behaviour – A Study of selected Luxury Products”		
M.Com	Department of Commerce, Delhi School of Economics, University of Delhi		2012	I <sup>st</sup> Division		
MBA	The ICAI University, Tripura		2019	CGPA – 8.00		
B.Com (Hons.)	Satyawati College, University of Delhi		2010	I <sup>st</sup> Division		
UGC NET & JRF	UGC - NET		2012	Commerce		
<b>CAREER PROFILE</b>						
Institution	Designation		Duration	Role		
Jesus and Mary College	Assistant Professor		14.02.2024 - Present	Teaching		
Jesus and Mary College	Assistant Professor (Ad-hoc)		02.01.2014 - 12.02.2024	Teaching		
Shri Ram College of Commerce	Assistant Professor (Ad-hoc)		23.08.2013 – 11.11.2013	Teaching		
<b>AREA OF INTEREST:</b> Marketing (Marketing Management, Digital Marketing, Consumer Behaviour, Brand Management); Finance (Financial Management, Investing in Stock Markets)						

### **TEACHING EXPERIENCE (Subjects/Courses taught)**

- I. Financial Management
- II. Investing in Stock Markets
- III. Principles of Marketing
- IV. Digital Marketing
- V. Advertising
- VI. Fundamentals of Marketing
- VII. Insurance and Risk Management
- VIII. International Business
- IX. Micro Economics
- X. Indian Economy

**PhD (Supervised) NA**

**MPhil (Supervised) NA**

### **HONORS & AWARDS**

- I.** Best Paper Award for the paper titled 'Green Tourism: A Mechanism for Responsible Consumption & Capacity Building' in the International Conference on 'Bharat @ 2030: Third Largest Economy in the World' organised by the Department of Commerce, Jesus and Mary College on 29<sup>th</sup> and 30<sup>th</sup> January, 2024.
- II.** Distinguished Teacher Award, 2021 by Ramanujan College, University of Delhi and Indian Accounting Association, NCR Chapter
- III.** Awarded Prof. K.P. Mathur Memorial Award for securing the highest marks during under-graduation.

### **PUBLICATION DETAILS**

#### **Books:**

- Bhatia, N; Sarin, C. & Arora, S. (2020). **Investing in Stock Markets**. Pinnacle Learning, Delhi, ISBN: 978-93-8384-
- Bhatia, N & Sarin, C. (2018). **Insurance and Risk Management: Fundamentals & Applications**. Pinnacle Learning, Delhi, ISBN: 978-93-8384-8461.
- Nandhi, M. & Sarin, C. (2015). **Economic Development and Policy in India**. Galgotia Publishing Learning, Delhi, ISBN: 81-8218-078-3.

**Journal Articles:**

- *Virtual Meetups – A Purported Mechanism for 21<sup>st</sup> Century Work Culture* published in jims 8M, The Journal of Indian Management & Strategy (Web of Science, UGC Care Listed) in March, 2022. ISSN: 0973-9335
- *Word of Mouth Marketing: Consumer's Participation* published in The International Journal of Business and Management in 2014. ISSN: 2321:8916.
- *Motives of Buyback: An Empirical Study of Select Indian Companies* published in International Journal of Commerce, Business and Management in 2013. ISSN: 2319:2828.
- *The Booming Power of Small* published in International Journal of Innovative Research & Studies in 2014. ISSN: 2319:9725.
- *Class Action Law Suits: A Step Forward in Investor's Protection* published in Academicia. ISSN: 2249:7137
- *Green Marketing: A Holistic View and Case Study of ONGC* published in International Journal of Research in Commerce and Management. ISSN: 09762183.
- *SHG Bank Linkage Program: A Priority State Analysis* published in SAARJ Journal of Banking & Insurance Research. ISSN: 2317:1422

**Book Chapters:**

- *Building Brand Loyalty through Social Media* (2019) published in the book titled 'Social Media Marketing – Opportunities and Challenges' 2019. ISBN: 978-93-83848-53-9
- *Green Consumerism: A Fad or a Sustainable Approach - An Empirical Study* (2019) published in the book titled 'Business Sustainability in 21st Century: Managing People, Planet, Profit'. ISBN: 978-93-88912-91-4.
- *Skill development through Social Entrepreneurship* (2018) published in the book 'Business 2025: Driving growth through Strategic Innovation, Entrepreneurship and Digitisation'. ISBN: 978-93-83848-53-9.
- *An Appraisal of Food Safety and Management in India* published in the book 'Dynamics of Food Security in India'. ISBN: 978-93-82885-1-84

**Book Review:**

- Book titled 'Businesses: Resilience and Sustainability – Evidence from Emerging Developing Economies' by Reena Marwah and Anshi Goel (ed), World Scientific Publishing Company, Singapore, 2023, pp. 272, ISBN 9811266522. The JMC Review, An Interdisciplinary Social Science Journal of Criticism; Vol. 6 (2022).

### **Papers presented in Seminars/Conferences:**

- Paper titled, 'Green Tourism: A Mechanism for Responsible Consumption and Capacity Building' at the International Conference on India@2030: Third Largest Economy in the World organised by the Dept. of Commerce, Jesus and Mary College, University of Delhi, 29<sup>th</sup> & 30<sup>th</sup> January, 2024.
- Paper titled, 'Algorithmic Consumers: A Way to Engage or Disengage' at the International Conference on India@2030: Third Largest Economy in the World organised by the Dept. of Commerce, Jesus and Mary College, University of Delhi, 29<sup>th</sup> & 30<sup>th</sup> January, 2024.
- Paper titled, '*Role of Culture on Luxury Behaviour: A Bibliometric Analysis*' at One Day National Conference on One Earth One Family One Future organised by the Dept. of Commerce, Acharya Narendra Dev College, University of Delhi, 3<sup>rd</sup> April, 2023.
- Paper titled, '*Virtual Meetups: A Purported Mechanism for 21st Century Work Culture*' co-authored with Dr. Sunita Kaistha at the 9th World Conference on Applied Sciences, Engineering and Management (WCSEM-2020) during 17th-18th December, 2020 at Paris, France.
- Paper titled, '*Sustainability Marketing through Social Media: An Empirical Study*' in VII International Conference on Sustainability, IIM Shillong, November 29<sup>th</sup> to December 1<sup>st</sup>, 2018.
- Paper titled, '*Brand loyalty and co-creation through social media interactions*' in International Conference on Social Media Marketing - opportunities and challenges, ICSMM-19, March' 2019.
- Paper titled, '*Green Consumerism: A Fad or a Sustainable Approach - An Empirical Study*' in XIVth International Conference on Business Sustainability in 21st Century: Managing People, Planet, Profit organized by Jagannath International Management School (JIMS) and PHDCCI February 2019. Paper published in the conference book.
- Paper titled, '*Skill development through Social Entrepreneurship*' in XIIth International Conference on 'Business 2025: Driving growth through strategic Innovation, Entrepreneurship and Digitisation' organized by Jagannath International Management School (JIMS) and PHDCCI, February 2018. Paper published in the conference book.
- Paper titled, '*Social Media Behaviour of Young Users in Delhi: An Assessment*' in UGC sponsored National Seminar, Zakir Hussain College (Eve.), University of Delhi, November 2015.

## National Workshops and Seminars Organised:

### Conferences/Seminars

- International Conference on 'India @ 2030: Third Largest Economy in the World', 29<sup>th</sup>-30<sup>th</sup> January, 2024.
- National Seminar on 'Health Concerns of Women in Sports', 22<sup>nd</sup> September, 2023
- International Conference on 'Social Determinants of Health Inequality & Health Inequity: Impact of Covid-19; Strategies for Future', 23<sup>rd</sup>-24<sup>th</sup> February, 2023.
- International Conference on 'Evolving Business Strategies in a Transforming Global Environment', 20<sup>th</sup>-21<sup>st</sup> January, 2022
- 9th World Conference on Applied Sciences, Engineering and Management (WCSEM-2020) co-organised by The American Business School of Paris, France, and the Basha Research Corporation (BRCORP) during 17th-18th December, 2020, Paris, France.
- National Conference on 'Innovative Approaches for Plastic-Free India (IAPFI-2020)', February 2020
- International Conference on Social Media Marketing: Opportunities & Challenges (ICSMM-19), March 2019
- Golden Jubilee International Conference of the college in October 2018.
- UGC Sponsored National Business Convention on 'Social Media Linkages' by the Commerce Department of Jesus and Mary College, March 2016.
- National Seminar on 'Linking Human Resources with Business Strategies', Jesus & Mary College, 26<sup>th</sup>-27<sup>th</sup> March, 2014

### Workshops

Organising Team member of the programs organised by the Indian Accounting Association (NCR Chapter) and Ramanujan College, University of Delhi under the aegis of Pandit Madan Mohan Malaviya National Mission on Teachers and Training (PMMMNTT), Ministry of Education:

- 2 Weeks Online Interdisciplinary Refresher Course on '*Research Methodology and Data Analysis*' from 24<sup>th</sup> March, 2021 to 7<sup>th</sup> April, 2021.
- 2 Weeks National Refresher Course on '*Data Analysis using Statistical Methods*' from 21<sup>st</sup> December, 2020 to 3<sup>rd</sup> January, 2021.
- 7 Days Certificate Course/FDP on '*Direct Taxes and GST*' from 16<sup>th</sup> October - 8<sup>th</sup> November, 2020
- 7 Days Certificate Course/FDP on '*IND AS*' from 4<sup>th</sup> - 20<sup>th</sup> September, 2020
- 14 Days National FDP on '*Time Series and Panel Data Analysis*' from 20<sup>th</sup> - 26<sup>th</sup> July, 2020.

### Webinars (as a organizing team member of JMC Webinar Series)

- 'Life and Careers beyond Covid-19', May 2020
- 'Covid-19 and China: Recalibrating the Narrative', May 2020
- 'Covid-19 outbreak: Psycho-Social support to the Youth', May 2020

- 'Migration Matters', May 2020

#### **Talks/Lectures:**

- Session in collaboration with IQAC on Ensuring Privacy in the Era of Digitalisation – Decoding DPDP Act, 2023, 25<sup>th</sup> October 2023
- Session on Wealth Management, 25<sup>th</sup> September 2023
- Session on Digital Marketing 101, 24<sup>th</sup> August 2023
- Online Session on Sahaj Yoga Meditation to improve IQ, EQ and SQ, March 2023
- Webinar on Studying Abroad in UK, January 2023
- Interactive Session on Developing Financial Skills through Experiential Learning, October 2022
- Session on Cyber Security: Awareness and Defence Mechanism, November 2022
- Session on Studies and Career Opportunities in UK, November 2022

#### **Participation as Resource Person:**

- Delivered video lectures on 'Google Forms' of the Two-Week Online Workshop for both Teaching and Non-Teaching staff titled 'From e-learning to e-training: A comprehensive guide for all your administrative work' organized by Ramanujan College from 25<sup>th</sup> May – 5<sup>th</sup> June 2020.
- Delivered a session on Data Management using MS-Office at a two-day workshop organised by IQAC, Jesus and Mary College from 19<sup>th</sup> to 20<sup>th</sup> December 2019.
- Conducted a session on 'Types of Distribution and Applications' in a 15-hour certification workshop on 'Basic Data Analysis using R' between September, 2018 to March, 2019 organised by Research Committee, Jesus and Mary College.

#### **OTHER DETAILS**

##### **Preparation of Teaching Material:**

- Development of MOOCs on the topic '**Google Forms**' for the two-week workshop titled 'From e-Learning to e-Training: A Comprehensive Guide for all your Administrative Work' from 25<sup>th</sup> May - 3<sup>rd</sup> June 2020 organised by Ramanujan College under PMMMMNMTT an initiative by MoE, GoI. <https://youtu.be/aBLPYmR4IjY>
- Course Syllabus design for the 6 weeks Student Exchange Programme on '**Decoding French Touch for Luxury Branding**' in June 2019 as a member of the course collaboration committee of the Dept. of Commerce.

##### **Research Projects:**

**Membership in Professional Bodies:**

- Indian Commerce Association – Life Member (No. D564)
- Indian Accounting Association, NCR Chapter – Life Member (No. NCR 17)

**Orientation/Refresher Courses/Workshops:**

- Three Days Workshop on ‘Research Methodology and Scale Development’ organized by MUS, India from 24<sup>th</sup> to 26<sup>th</sup> April, 2024.
- National Workshop on ‘SLR and Bibliometric Analysis’ organized by MTC Global Leadership Institution and Knowledge Café, Bangalore from 22<sup>nd</sup> to 23<sup>rd</sup> April, 2024.
- 4-week Faculty Induction / Orientation Programme for “*Faculty in Universities / Colleges / Institutes of Higher Education*” from 21<sup>st</sup> Feb to 19<sup>th</sup> March, 2024 organised by Teaching Learning Centre, Ramanujan College, University of Delhi.
- One Week Virtual International Workshop on ‘Research Writing and Publication’ organized by School of Business and Management Studies, Central University of Haryana from 20<sup>th</sup> to 24<sup>th</sup> Nov, 2023.
- One Day Faculty Workshop on ‘Financial Management (under NEP)’ organized by IQAC, Janki Devi Memorial College, University of Delhi on 4<sup>th</sup> Nov, 2023.
- One Week Online Workshop on ‘Bibliometric Analysis and Structural Equation Modeling’ organized by Human Behavtics from 16<sup>th</sup> to 21<sup>st</sup> Oct, 2023.
- E-Workshop on ‘Systematic Literature Review’ organized by Commacad from 15<sup>th</sup> to 16<sup>th</sup> July, 2023.
- E-Workshop on ‘How to Design a Questionnaire’ organized by Commacad on 2<sup>nd</sup> July, 2023.
- One Month Online Workshop on 'Qualitative Analysis using Nvivo & Orange' organized by Research Shiksha from 20<sup>th</sup> May to 15<sup>th</sup> June, 2023.
- One Week Online National Workshop on ‘Bibliometric, Literature Review and Statistical Data Analysis’ organized by Human Behavtics from 24<sup>th</sup> to 29<sup>th</sup> March, 2023.
- One Week Workshop on ‘Systematic Literature Review, Meta Analysis and Smart PLS’ organized by Vivekanand School of Business Studies, VIPS – TC from 12<sup>th</sup> to 17<sup>th</sup> Dec, 2022.
- One Week Virtual International Workshop on ‘Research Writing and Publication’ organized by School of Business and Management Studies, Central University of Haryana from 14<sup>th</sup> to 18<sup>th</sup> Nov, 2022.
- Five day Faculty Development Programme on ‘Qualitative Research’ organized by Jesus and Mary College, Delhi and Knowledge Whiteboard, Mumbai from 11<sup>th</sup> to 15<sup>th</sup> July, 2022.
- Two Weeks Interdisciplinary Refresher Course on ‘Advanced Research Methodology & Multivariate Data Analysis’ organized by Ramanujan College, University of Delhi under the aegis of PMMMNMTT, MoE and Indian Accounting Association, NCR Chapter from 30<sup>th</sup> April to 12<sup>th</sup> May, 2022.
- Two Days Workshop on ‘Qualitative Analysis using NVivo’ organized by Mahatma

Hansraj Faculty Development Centre, Hansraj College, University of Delhi under PMMMNMTT, MoE from 27<sup>th</sup>-28<sup>th</sup> May, 2022

- Five Days e-workshop on ‘Introduction of Regression & Multivariate Analysis using SPSS & R-Studio’ organized by Lal Bahadur Shastri Research Centre for Public Policy and Social Change (LBSRC) – A Research Wing of LBSIM, Delhi from 12<sup>th</sup> to 16<sup>th</sup> Jan, 2022.
- Two Days Workshop on ‘Research Paper Writing and Journal Selection’ organized by SGT University, Gurugram from 27<sup>th</sup> to 28<sup>th</sup> August, 2021
- Two Days Faculty Development Programme on ‘Bibliometric Analysis’ organized by Commerce Ahead from 9<sup>th</sup> to 11<sup>th</sup> October, 2020
- 7 Days National FDP on ‘Time Series and Panel Data Analysis’ organized by Teaching Learning Centre, Ramanujan College in association with Indian Accounting Association, NCR Chapter under the aegis of Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, MHRD from 20<sup>th</sup> to 26<sup>th</sup> July, 2020
- One Week FDP on ‘Basic Research Methodology’ organized by Guru Angad Dev Teaching Learning Centre of MHRD, SGTB Khalsa College, University of Delhi from 1<sup>st</sup> to 6<sup>th</sup> June, 2019.
- One week National FDP on ‘Research Methodology and Teaching Pedagogy’ organized by Teaching Learning Centre, Ramanujan College, University of Delhi in association with Indian Accounting Association, NCR Chapter and Department of Financial Studies, South Campus, University of Delhi under Pandit Madan Mohan Malaviya National Mission on Teachers and Training, MHRD from 30<sup>th</sup> April to 5<sup>th</sup> May, 2019.
- FDP cum workshop on ‘Climate Across the Curriculum: Educational Resources for Teachers’ organized by IQAC Jesus and Mary College, University of Delhi in collaboration with TROP ICSU funded by the International Science Council (ISC) and IISER Pune on 28<sup>th</sup> Jan, 2019.
- Two Days FDP on ‘Structural equation Modelling’ organized by Mata Sundri College, University of Delhi from 16<sup>th</sup> to 17<sup>th</sup> Nov, 2018.
- One Week FDP on ‘Research Methodology and Data Analysis using SPSS & AMOS’ organized by Satyawati College, University of Delhi in March, 2017.
- One Week FDP on ‘Financial Econometrics’ organized by Shaheed Sukhdev College of Business Studies, University of Delhi in Oct, 2014.
- One Week of Training on ‘SPSS’ from Delhi University Computer Centre in April, 2014.
- Short Term Course in ‘Research Methodology’ from the Department of Adult, Continuing Education & Extension, Delhi University, 2014.
- One Week Workshop on ‘English for Academic Writing: from Synopsis to Thesis Writing’ organized by Linguistic Empowerment Cell, Jawahar Lal Nehru University in May’ 14.

**Field Work:**