


Curriculum Vitae

Title	Ms.	First Name	Saloni	Last Name	Arora	
Designation	Assistant Professor					
Department	Commerce					
Institutional Email Address	sarora@jmc.du.ac.in					
EDUCATION						
Degree	Institution	Year	Details			
PhD	Jagannath University	Pursuing				
M.Com	Delhi School of Economics University of Delhi	2015	1 st Division			
B.Com (Hons)	Jesus and Mary College, University of Delhi	2013	1 st Division			
UGC NET	UGC- NET	2015	Commerce			
CAREER PROFILE						
Organisation / Institution	Designation	Duration	Role			
Jesus and Mary College	Assistant Professor	14.02.2024 till present	Teaching			
Jesus and Mary College	Assistant Professor (Ad-hoc)	20.07.2016-12.04.2024 (Ad-Hoc)	Teaching			
AREA OF INTEREST : Finance, Tax						

TEACHING EXPERIENCE (Subjects/Courses taught)

- I. Income Tax Law and Practice
- II. GST & Customs Law
- III. Digital Marketing
- IV. Advertising
- V. Personal selling and Sales Promotion
- VI. Entrepreneurship
- VII. E-Filing of returns
- VIII. Business Law
- IX. Business Mathematics
- X. Financial Accounting

PhD (Supervised): NA

MPhil (Supervised) : NA

HONORS & AWARDS

- I. Awarded best paper for research titled 'Customer awareness and adoption of sustainable green banking practices: An empirical study on Banks in Delhi' in 3rd Thought leadership summit on Sustainability & CSR on August 23, 2019
- II. Innovative Teacher Award by HRD Mission and Genius Brain
- III. Distinguished Teacher Award for positive influence on educational levels & student achievement from Ramanujan College, DU and IAA, NCR chapter

PUBLICATION DETAILS

Books:

- Bhatia, N; Sarin, C. & Arora, S. (2020). Investing in Stock Markets. Pinnacle Learning, Delhi, ISBN: 978-93-8384-
- Mathur, V; Arora, S. (2020). Digital Marketing, PHI, ISBN: 978-8194800279

Journal Articles:

- Mathur, V; Arora, S. (2022) Analyzing the Impact of Human Capital on the Sustainable Growth and Development of Small and Medium Enterprises (SMEs): An Empirical Study, ComFin Research, Issue 2, Vol 10, E-ISSN Number: 2582-6190.
- Mathur, V; Arora, S. (2022) Going cashless: A paradigm shift in the Consumers' perception towards Digital Payments Published in the Journal of Commerce and Business Studies; Volume9, Issue2, ISSN2322-0767.
- Arora, S. & Moda, V. (2020). The Impact of Company's Financials on CSR: An Empirical Study of NIFTY 50 Companies, Shodh Sanchar Bulletin, ISSN-2229-3620, Volume- 10, Issue 40, Oct-Dec 2020, Page 62-68.
- Mathur, V.; Arora, S. (2019) Green Marketing & Youth- Knowledge, Attitude & Practice in the NCT of Delhi, SSIJEM, VOLUME 9, ISSUE 2, Pg54-67, ISSN 2231-4962.
- Mathur, V.; Arora, S. (2019) India's Growing Trade Relations with SAARC countries with special reference to Bangladesh and Nepal - An Analysis, IMPACT: International Journal of Research in Humanities Arts and Literature, ISSN Number 2321-8878.
- Mathur, V; Arora, S. (2019), Modern Day Gadgets & their Impact on Health and Academic Performance of the Youth, International Journal of Research in Humanities, Arts and Literature (IMPACT URHAL), Issue 5, Volume 7, ISSN Number: 2321-8878.
- Arora, S., Marwah, P. (2019). Customer Awareness and Adoption of Sustainable Green Banking Practices: An Empirical Study on banks in Delhi Global Journal of Enterprise Information System, 11(3), 26-30.
- Arora, S, & Marwah, P. (2017). Road To GST- Miles to Go. Kaav Publications, ISSN:2348- 4969
- Arora, S Marwah, P., & Sarpal, J. (2017), Goods and Service Tax: Awareness and Opinion of The Indian Youth TRANS Asian Journal of Marketing & Management. Research
- Marwah, P., & Arora, S., (2017). Monetary Policy Committer: Many Heads Better than One? Asian Journal of Multidimensional Research (AJMIR), 6(6), 119-121.

Book Chapters:

- Marwah, P., Goel, A. & Arora, S. (2023). Social Stock Exchange: The Way Forward for India. In Businesses: Resilience and Sustainability (Evidence from Emerging Market Developing Economies), World Scientific Publishing Co. Pte Ltd, Singapore, ISBN: 978-981-126-652-2, pp. 215-229.
- Dayal, R., Adlakha, D. & Arora, S. (2019). 'Customer Relationship Management through Social media: Strategies of Engagement', Pinnacle Learning, New Delhi, ISBN 978-93-83848-53-9.

Papers presented in Seminars/conferences:

- Presented paper titled, 'The Future Landscape of Options Trading: Insights from Algorithmic Strategies in India' in an International Conference on India@2030: Third largest economy in the World held on 29-30th January, 2024.
- Presented paper titled, 'Social Stock Exchange: The Way Forward for India' in an International Conference on Evolving Business Strategies in a Transforming Global Environment held on 20-21 January, 2022.
- Presented paper titled 'Customer awareness and adoption of sustainable green banking practices: An empirical study on banks in Delhi' in 3rd Thought Leadership summit on sustainability & CSR held on 23rd August 2019.
- Presented paper titled 'Social media marketing and customer equity: A study of luxury fashion brands' in the international Conference on 'Social Media Marketing – Opportunities and Challenges' held on March 28-29, 2019 at Jesus and Mary College
- Presented paper titled 'Role of banker in making a greener tomorrow: An anecdote from Indian banking sector' in the International Conference on Global vision 2030: Challenges & Opportunities held on 4-5th January 2019.
- Presented paper titled 'Leveraging Big data analytics in Banking sector in India: Seizing opportunities, preserving challenges' in the International Conference on Leveraging Big Data Analytics for Global Business Excellence held on 4th February, 2017.

**National Workshops and Seminars Organised:
Conferences/Seminar**

- International Conference on 'India @ 2030: Third Largest Economy in the World', 29th-30th, January, 2024.
- National Seminar on 'Health Concerns of Women in Sports', 22nd September, 2023
- International Conference on 'Social Determinants of Health Inequality & Health Inequity: Impact of Covid-19; Strategies for Future', 23rd-24th February, 2023.
- International Conference on 'Evolving Business Strategies in a Transforming Global Environment', 20th-21st 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.
- International Conference on Social Media Marketing: Opportunities & Challenges (ICSMM-19), March 2019

Workshops

Member of the Organizing Committee in the following mentioned programmes held under Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, Ministry of Education (MoE), organized by Teaching Learning Centre, Ramanujan College, University of Delhi in association with Indian Accounting Association, NCR Chapter.

- Two weeks online refresher course on Commerce and Management held from 2nd-15th February, 2024
- National Webinar on National Education Policy 2020: Challenges and Implications held on 5th September, 2023
- Two Months Online Certificate Course on Fundamentals of ESG & Sustainability held from 22nd September – 21st November, 2023

- Two Months Online Certificate Course on Fundamentals of GST held from 22nd August - 21st October, 2023
- Two Weeks Interdisciplinary National Refresher Course on Research Methodology and Data Analysis held from 28th July-10th August, 2023
- Two Months Online Certificate Course on Fundamentals of GST held from 12th June -11th August, 2023
- Two Months Online Certificate Course on Fundamentals of GST held from 10th March-9th May, 2023
- Two Weeks Interdisciplinary National Refresher Course on Research Methodology and Data Analysis held from 16th– 30 September, 2022
- National Webinar on National Education Policy – 2020 held on 5th September, 2022
- Two Weeks Online Interdisciplinary National Refresher Course on Advanced Research Methodology and Multivariate Data Analysis held from 30th April -12th May, 2022
- Two Weeks Online Interdisciplinary National Refresher Course on Research Methodology & Data Analysis held from 21st February - 05th March, 2022
- National Webinar on National Education Policy UGC Regulation 2021 With Reference to ABC Scheme held on 5th September, 2021
- Two Weeks Online Interdisciplinary International Refresher Course on Academic Bank Credits (ABC) Scheme in Higher Education, UGC Regulation 2021 held from 07th - 20th July, 2021
- 7 Days National Online Faculty Development Programme on ‘Time Series & Panel Data Analysis’ held from 20th – 26th July, 2020

Webinars (as a organizing team member of JMC Webinar Series

- ‘Life and Careers beyond Covid-19’, May 2020
- ‘Covid-19 outbreak: Psycho-Social support to the Youth’, May 2020
- ‘Covid-19 and China: Recalibrating the Narrative’, May 2020
- ‘Migration Matters’ by IIM Ahmedabad Faculty, May 2020

Talks/Lectures:

Participation as Resource Person:

- Resource person in a workshop on R organized by JMC
- Resource person in an FDP organized by TLC, Ramanujan College and Indian Accounting Association, NCR Chapter

OTHER DETAILS

Preparation of Teaching Material:

- 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.
- Member of the sub-committee "Human Resource, Organisational Behaviour and Management" for the formulation of Undergraduate Curriculum Framework (UGCF)-2022 based on NEP 2020.

Research Projects: NA

Membership in Professional Bodies:

1. Indian Accounting Association NCR Chapter

Orientation and Refresher Courses:

- Participated in 4-Week Faculty Induction/Orientation Programme for "Faculty in Universities /Colleges/ Institutes of Higher Education" from 21 February - 19 March, 2024 organised by Teaching Learning Centre, Ramanujan College, University of Delhi under the aegis of MINISTRY OF EDUCATION, Malaviya Mission Teacher Training Programme.
- Participated in a Five-day FDP on 'Qualitative Research' by Dr. Rajshri Mahtani from 11-15 July 2023 organised by The Research and Collaboration Cell of IQAC. JMC.
- Participated in a Workshop on 'Reference Management' in October 2022 organized by research solutions
- Participated in a Workshop on 'Research Paper Writing' in August 2022 organized by Research solutions
- Participated in Envisioning United Nation Sustainability Goals 2030:Digital Workshop for Generating creatives on July,2022 organized by Sri Aurobindo College, University of Delhi
- Participated in One-week National online FDP on "Personal Finance and Tax Planning" from 18th- 24th November 2021 organized by Guru Angad Dev Teaching Learning Centre of Ministry of Education, SGTB Khalsa College, University of Delhi
- Participated in 2 Weeks Interdisciplinary National Refresher Course on "New Paradigms in Commerce and Management" from 15th - 28th September, 2021 organised by Teaching Learning Centre Ramanujan College (University of Delhi) in association with Indian Accounting Association, NCR Chapter, Under the Aegis of Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, Teaching Learning Centre, Ministry of Education
- Participated in 2 days virtual FDP on 'Online teaching tools' from 25th-26th July 2020, organised by Jesus and Mary College
- Participated in a FDP on 'Financial Accounting & Income Tax Laws' (Held at South campus, University of Delhi on 30th August, 2019)
- Participated in FDP on Reimagining Academic Leadership- Redefining the Role of Teacher and Academic Excellence in the Era of Disruption on 16 August, 2019 organised by IQAC, JMC.
- Participated in a FDP on 'Research Methodology and Teaching Pedagogy' (Held at South campus, University of Delhi on 30th April-5thMay, 2019)
- Participated in FDP cum workshop on 'Climate Across the Curriculum: Educational Resources for Teachers' organised by IQAC, Jesus and Mary College and TROPICSU, IISER, Pune on 28 January, 2019.
- Participated in a workshop on International Seminar on "Quality of Higher Education and Role of Accreditation" (Held at DSPSR on 19th December, 2018)

- Participated in a workshop on “Data Analysis using SEM & Panel Data” (Held at Maharaja Agrasen Institute of Management Studies on 11th-17th June, 2018)
- Participated in a workshop on “Emerging Research Methodologies in Social Sciences” (Held at Jesus and Mary College on 3rd-4th May, 2018)
- Participated in FDP on "Emerging Research Methodologies in Social Sciences organised by Jesus and Mary College, University of Delhi on 3 - 4 May, 2018.
- Participated in a workshop on “Goods and Service Tax” (Held at DRC on 26-27thDecember,2017)
- Participated in a workshop on “Goods and Service Tax” (27th October,2017)
- Participated in a workshop on “Business mathematics using excel” (Held at PGDAV on 21st January,2017)
- Participated in a workshop on “Asset Pricing and Investment Strategies” (Held at SGGSCC in December,2016)
- Participated in a workshop on “E-filing of Returns” (Held at SGTB Khalsa college on 6thAugust 2016.)

Field Work: