


## Curriculum Vitae

Title	Ms.	First Name	Karishma	Last Name		
Designation	Assistant professor					
Department	Commerce					
Institutional Email Address	k_dungdung@jmc.du.ac.in					
<b>EDUCATION</b>						
Degree	Institution			Year	Details	
B.com (Hons)	Sri Ram college of commerce, Delhi university			2016	1 <sup>st</sup> Division	
M.com	Delhi School of Economics, Delhi university			2020	1 <sup>st</sup> Division	
M.Phil./Ph.D.	Delhi School of Economics, Delhi university			2022	Pursuing	
<b>CAREER PROFILE</b>						
Organization / Institution	Designation			Duration	Role	
Sri Aurobindo College	Assistant Professor			1 year	Teaching	
PGDAV College	Assistant Professor			1 year	Teaching	
<b>AREA OF INTEREST:</b> Marketing						
TEACHING EXPERIENCE (Subjects/Courses taught)						
I. Principles of marketing						
II. Advertising						
III. Brand management						
IV. Collective bargaining and negotiations						
V. Consumer Affairs and Customer Care						
VI. Organizational behavior						
VII. Human resource management						

**PhD (Supervised)**

**MPhil (Supervised)**

**HONORS & AWARDS**

1. Awarded Certificate of merit in business studies by central board of Secondary Education.

**PUBLICATION DETAILS**

**Books:**

**Journal Articles:**

1. Paper Published in Academics Views & Reviews Entitled “Technology Adoption and Rural Women Empowerment in Digital India” With ISSN no. 2249-7242, Mark Books, New Delhi, Vol. 11 (No. IV), January-March, 2022.

2. Emerging issues in commerce economics and management: The prospects “Digital Transformation Challenges in Retail Sector” with ISBN 978-93-91932-41-1, vol. R-9-V, 2023.

3. Culture Society and Law “Digitalization and Consumer Behavior: A study on Retail Sector” with ISSNno.2348-1250, Vol.9 No. I, 2023.

**Newspaper Articles:**

**Papers presented in Seminars/conferences:**

1. Presented and participated in two Days international seminar “Socio-cultural relations between India and Afghanistan in pre-Islamic Era” at Centre of Persian and Asian studies School of language and culture studies, JNU, New Delhi.

2. Presented A Paper in Two-Day National Seminar “Footprints of Women in Making Of Bharat” Held At The Conference Centre, University Of Delhi On November 25-26, 2022 Entitled “Technology Adoption And Rural Women Empowerment In Digital India”.

**National Workshops and Seminars Organized:**

1. Participated and Member in organizing committee of International Seminar “Technology for Environmental Sustainability, Socio-Economic Responsibility and Associated Entrepreneurial Opportunities in Society and Rural Environment” organized by Shri Aurobindo College, University. Heldon , 2023.

2. Volunteer coordinator in “Neev 2.0 Annual Job and Internship Fair” organized by Training and Placement Cell, Shri Aurobindo College, University , 2023.

**Talks/Lectures:**

**Participation as Resource Person:**

**OTHER DETAILS**

**Preparation of Teaching Material:**

**Research Projects:**

<b>Membership in Professional Bodies:</b>
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Orientation and Refresher Courses:
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| <ol style="list-style-type: none"><li>1. 4-Week Online Faculty Induction Programme to be organized by Malaviya Mission Teacher Training Centre (formerly UGC-Human Resource Development Centre) Jamia Millia Islamia, New Delhi.</li><li>2. Participated in one day workshop on the topic “Review of Literature in Research – A Systematic Literature Review Approach” organized by Department of Commerce, Dr. Bhim Rao Ambedkar College, DU under the aegis of IQAC.</li><li>3. Participated on two days 8<sup>th</sup> Annual International Commerce Conference on Bharat @ 2047 role of Commerce and business.</li></ol> |
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<b>Field Work:</b>
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