



Dr. Rekha Dayal

Associate Professor, Department of Commerce

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Dr. Rekha Dayal is an Associate Professor in the Department of Commerce, Jesus and Mary College, University of Delhi; permanent faculty w.e.f. August, 1977. She has more than four decades of teaching experience. She did her B.A.(Hons.) Economics from Hindu College, M.Com (SRCC) and PG Diploma in Personnel Management from FMS (DU). Her PhD is from University of Delhi. She is a former member of Executive Council and Academic Council of University of Delhi. She has presented papers in National and International Conferences. She has also taught to MBA students in many universities. Dr. Dayal has been part of most of the committees of college and contributed there. Currently she is also the Vice President of Indian Accounting Association (NCR Chapter) and Vice Chairman of Academics for Action & Development group of the University. She was the Convener of International Conference on ‘Social Media Marketing – Opportunities and Challenges’ held on March 28-29, 2019 at Jesus and Mary College and also head of the Sponsorship Committee.

Qualifications: B.A. (Hons.) Economics, M.Com, PG Diploma in Personnel Management, Ph.D

Papers Taught: Micro Economics, Indian Economics, Tourism, Organisation Behaviour, Marketing, Human Resource Management, Compensation Management

Specialisation: Organisation Behaviour, Marketing, Human Resource Management, Economics

College Societies:

- Convenor, E-Cell
- Convenor, Mercurian Times
- Convenor, TedX JMC

Academic and Other Responsibilities:

- Teacher-in-charge, Commerce Department (April 2016 to March 2018)
- Coordinator for **Course on “Introduction to Stock Markets”** in collaboration with **Bombay Stock Exchange (BSE)**
- Convenor, **ComQuest** 2016, 2017, 2018 and 2019 – National Collaborative Business Management Quiz with Curiousus, The English Quiz Society, JMC and JIMS, Kalkaji

- **Convenor** of 14 days National Online Faculty Development Programme on "**Data Analysis for Research in Social Sciences**" organised by Teaching Learning Centre, Ramanujan College, University of Delhi and Indian Accounting Association, NCR Chapter under the aegis of Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, Ministry of Education, GoI from *17th June - 30th June, 2020*.
- **Convenor** of 7 days National Faculty Development Programme on "**Time Series and Panel Data Analysis**" organised by Teaching Learning Centre, Ramanujan College, University of Delhi and Indian Accounting Association, NCR Chapter under the aegis of Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, Ministry of Education, GoI from *20th July - 26th July, 2020*.
- **Convenor** of 7 days Certificate Course / Faculty Development Programme on "**IND AS**" organised by Teaching Learning Centre, Ramanujan College, University of Delhi and Indian Accounting Association, NCR Chapter under the aegis of Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, Ministry of Education, GoI from *4th - 20th September, 2020*.
- Convener, National Faculty Development Programme /Certificate Course On IND AS 4 th to 23rd September , 2020 Organised by TLC Ramanujan College (University of Delhi), and Indian Accounting Association, NCR Chapter
- **Convenor** of 7 days Certificate Course / Faculty Development Programme on "**Direct Taxes and GST**" organised by Teaching Learning Centre, Ramanujan College, University of Delhi and Indian Accounting Association, NCR Chapter under the aegis of Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, Ministry of Education, GoI from *16th October - 8th November, 2020*.
- **Convenor** of 2 Weeks National level Refresher Course on "**Data Analysis using Statistical Methods**" organised by Teaching Learning Centre, Ramanujan College, University of Delhi and Indian Accounting Association, NCR Chapter under the aegis of Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, Ministry of Education, GoI from *21st December, 2020 - 3rd January, 2021*.
- **Convenor**, National Faculty Development Programme "Research Methodology and Teaching Pedagogy", 30th April - 05th May 2019, Indian Accounting Association, NCR Chapter and Department of Financial Studies, South Campus, University of Delhi (Knowledge Partner)
- **Member Organising Team**, FDP on Accounting Standards between 6-12 August, 2019, TLC, Ramanujan College and IQAC, PGDAV College, in collaboration with IAA (NCR Chapter), PGDAV College.
- **Convenor**, Workshop On Financial Accounting and Income Tax on Friday, 30th August, 2019, Organised by TLC Ramanujan College (University of Delhi), Department of Financial Studies, South Campus, University of Delhi, Department of Commerce, North Campus and Indian Accounting Association, NCR Chapter at South Campus, University of Delhi, University of Delhi .
- **Convener**, National Faculty Development Programme On Multi-Variate Data Analysis (Sharpening your skills in Statistical Applications) between 30th September, 2019 to 6th October , 2019 Organised by TLC, Ramanujan College (University of Delhi), Department of Financial Studies, South Campus, University of Delhi ,Department of Commerce, North

Campus and Indian Accounting Association, NCR Chapter at South Campus, University of Delhi, University of Delhi .

- **Co-ordinator**, Diploma Course in IFRS January – April 2019 Organised by Ramanujan College (University of Delhi), and Indian Accounting Association, NCR Chapter
- **Co-ordinator**, Diploma Course in IFRS January – April 2018 Organised by Ramanujan College (University of Delhi), and Indian Accounting Association, NCR Chapter.
- **Co-ordinator** , Diploma Course in IFRS January – April 2017 Organised by Ramanujan College (University of Delhi), and Indian Accounting Association, NCR Chapter
- **Convenor**, National Faculty Development Programme on “Goods and Services Tax” 27th October, 2017, South Campus, University of Delhi by Ramanujan College (University of Delhi), and Indian Accounting Association, NCR Chapter.
- **Co-ordinator** , Diploma Course in IFRS January – April, 2016 Organised by Ramanujan College (University of Delhi), and Indian Accounting Association, NCR Chapter
- **Convenor**, Faculty Development Programme on "Leveraging Research Tools for Quality Research" June 15-20, 2015, at South Campus, University of Delhi Organised by Department of Financial Studies, South Delhi Campus, University of Delhi, Ramanujan College, University of Delhi and Indian Accounting Association, NCR Chapter .
- **Convenor**, Faculty Development Program on Computerized Accounting Using Tally.ERP 9 on 30th September, 2015 by Department of Business Economics, South Campus, University of Delhi, Ramanujan College, University of Delhi, Indian Accounting Association, NCR Chapter in association with Tally Education Private Limited.

Projects Undertaken:

- Mentored Innovation Project Funded by University of Delhi (**Title:** Psychological, Commercial and Legal Fight of Aged Consumers: A Self-help group Technique, **Project Investigator:** Dr.Ritu Sharma, Aditi Mahavidyalaya College, University of Delhi, **Period:** 1 year (2015 -2016))

Publications:

Books

- ‘Life Long Learning’, 2017
- ‘Guru Dakshina’, April, 2016
- ‘Business Entrepreneurship and Management’, Pinnacle Learning, 2013
- 'Factory Organization' - A Textbook for class XII (Co-authored with DS Saini, MinooNandrajog, and Minakshi Mitra), NCERT publication, 1993

Chapter in Conference Proceedings

‘Customer Relationship Management through Social media: Strategies of engagement’ Co-authored with Dr. Dinesh Adlakha and Ms. Saloni Arora (2019) Published in conference proceeding, Pinnacle Learning, New Delhi, ISBN 978-93-83848-53-9.

Participation in Conferences:

- Presented paper with Dr. Dinesh Adlakha and Ms. Saloni Arora titled ‘Customer Relationship Management through Social media: Strategies of engagement’ in the

international Conference on ‘Social Media Marketing – Opportunities and Challenges’ held on March 28-29, 2019 at Jesus and Mary College.

- Participated at Deloitte Deans Summit held in 2018
- Session Chair at the Conference on IFRS held in Ramanujan College in 2018
- Participated at Deloitte Deans Summit program at DU: The Leadership Center held in April 2017 at Hyderabad
- Panellist and Session Chair at the 5th International Conference on Social Responsibility: The Ethical dimensions organized by the Centre for Ethics and Values and Development of Commerce, Ramanujan College in association with Baha’I House of Workshop held on 12-13th March, 2016 at Lotus Temple Auditorium, New Delhi
- Participated at Deloitte Deans Summit program at DU: The Leadership Center held in April 2016 at Hyderabad
- Participated and presented a paper in APCDA - International Conference held in September 2015 at Tokyo