

Ms. Charu Sarin Arora

Assistant Professor, Department of Commerce

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Ms. Charu Sarin Arora is an Assistant Professor in the Department of Commerce, Jesus and Mary College, University of Delhi. She is an ad-hoc in the department since January, 2014. Ms. Sarin has completed her Bachelors and Masters from University of Delhi. She has over 7 years of teaching experience and there are several research articles in the refereed and peer reviewed journals and paper presentations in national and international conferences to her credit. She has also co-authored three books. She has been the member of organising committee for various International/National Conferences and FDPs/Refresher Course/Certificate Courses.

Qualifications:

- B.Com (Hons.), University of Delhi (2007-10)
- M.Com, Department of Commerce, Delhi School of Economics, University of Delhi (2010-12)
- MBA in Marketing, ICAI University, Tripura (2017-19)

Papers Taught: Financial Management, Investing in Stock Markets, International Business, Advertising, Fundamentals of Marketing, Foreign Exchange Management, Insurance and Risk Management, Indian Economy.

Specialisation: Finance, Marketing and Law

Awards and Recognition:

- Awarded Prof. K.P. Mathur Memorial Award for securing highest marks during graduation.

College Societies:

- Co-Convenor, E-Cell from 2018 till present
- Co-Convenor, Fine Arts Society from 2018 till present

Academic and Other Responsibilities:

- Organising Team member of the programmes organised by 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 National Refresher Course on '*Data Analysis using Statistical Methods*' from 21st December, 2020 to 3rd January, 2021.
 - 7 Days Certificate Course/FDP on '*Direct Taxes and GST*' from 16th October - 8th November, 2020
 - 7 Days Certificate Course/FDP on '*IND AS*' from 4th - 20th September, 2020
 - 14 Days National FDP on '*Time Series and Panel Data Analysis*' from 20th - 26th July, 2020.
- Organising Committee member of the Conferences:

- 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 at 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.
- Seminar on 'Linking Human Resources with Business Strategies', Jesus & Mary College, March 26-27, 2014
- Organising Team Member of the JMC Webinar Series for the webinars on 'Covid-19 and China: Recalibrating the Narrative'; 'Covid-19 outbreak: Psycho-Social support to the Youth'; 'Life & Careers beyond Covid-19' and 'Migration Matters' during May 2020.
- 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 Editorial Board of the Conference Proceedings of the ' International Conference on Social Media Marketing: Opportunities & Challenges (ICSMM-19)'. Pinnacle Learning, 2019.
- Organising team member of the Organising committee member of Anti Plastic cum Recycling Initiative, 2019.
- Core team member of Jesus and Mary College's annual cultural fest MONTAGE – 2017-2019
- Convenor, Fine Arts Society from 2017-18
- Faculty member Website Committee (2018-19), E-Cell (2016-18), Green Society (2014-16)

Publications:

Research Articles

- Paper titled, 'Building Brand Loyalty through Social Media' published in the Conference Proceedings of the international Conference on 'Social Media Marketing – Opportunities and Challenges' held on March 28-29, 2019 at Jesus and Mary College. ISBN: 978-93-83848-53-9
- Paper titled, 'Word of Mouth Marketing: Consumer's Participation' published in 'The International Journal of Business and Management' in 2014. ISSN: 2321:8916.
- Paper titled, 'Motives of Buyback: An Empirical Study of Select Indian Companies' published in 'International Journal of Commerce, Business and Management' in 2013. ISSN: 2319:2828.
- Paper titled, 'The Booming Power of Small' published in 'International Journal of Innovative Research & Studies' in 2014. ISSN: 2319:9725.
- Paper titled, 'Class Action Law Suits: A Step Forward in Investor's Protection' published in Academicia. ISSN: 2249:7137

- Paper titled, 'Green Marketing: A Holistic View and Case Study of ONGC' published in 'International Journal of Research in Commerce and Management'. ISSN: 0976-2183.
- Paper titled 'SHG Bank Linkage Program: A Priority State Analysis' published in 'SAARJ Journal of Banking & Insurance Research'. ISSN: 2317:1422
- Article titled, 'An Appraisal of Food Safety and Management in India' published in the book titled 'Dynamics of Food Security in India'. ISBN: 978-93-82885-1-84

Books

- Co-Author of the book titled, 'Investing in Stock Markets'. Pinnacle Learning, 2020.
- Co-Author of the book titled, 'Insurance and Risk Management: Fundamentals & Applications'. Pinnacle Learning, 2018.
- Co-Author of the book titled, 'Economic Development and Policy in India'. Galgotia Publishing Learning, 2015.

Paper Presentations

- 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 29th to December 1st, 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.