

MS. TRISHA CHOWDHRY

Assistant Professor, Commerce Department.

Email Id: tchowdhry@jmc.du.ac.in

Trisha Chowdhry is presently an Assistant Professor. She is an adhoc in the department since July, 2017. Besides this she has an experience of teaching MBA and BBA students as a faculty of Mittal School of Business, Lovely Professional University. She also has experience of working as an Audit Associate at KPMG Global Services, Gurgaon. She has paper presentations and publications in her name.

Qualifications

- B.Com (Hons.), Jesus and Mary College, University of Delhi, New Delhi (2010-13)
- M.Com, MotiLal Nehru College, University of Delhi, New Delhi (2014-16)

Membership of Professional Bodies

- Indian Accounting Association NCR Chapter: Life Member

Papers Taught

Business statistics, Computer Applications in Business, Advertising, Environmental studies, E-Marketing, Investing in stock markets, Fundamentals of Business organization, International Business, Modern business organization, Cybercrime and laws, Managerial aspects of small business, Sales promotion and public relations, New venture planning, Business laws, Collective bargaining and negotiation skills, Business management, Management of small business and E-Commerce.

Specialisation: Finance and International Business

College Societies

Member, Green Society

Selected Publications: Books/Course Material/Articles

- Paper titled 'Is Make in India a marketing gimmick or reality for sustenance in business 2025 in India?' published in book titled- Business 2025: Driving growth through strategic innovation, entrepreneurship and digitization. Publisher- Bloomsbury India, ISBN-978-93-87471-67-2
- "Women Empowerment: Visibility of Women in the Entrepreneurial World in the last few years", Shodh Sarita, ISSN- 2348-2397, Volume -7, Issue 28, Oct-Dec 2020, Page- 92-99.

Other responsibilities

- Convenor of Green Society(July 2019-Dec 2019). Currently working as a member of the society.
- Green Audit coordinator.
- Organising Team member of the Anti-Plastic cum Recycling campaign, 2019.
- Member of COSMOS and Green Initiatives taken by Department of Commerce, Jesus and Mary College.
- Worked as teacher member in Fine arts society, Jesus and Mary College in 2017-2018.
- Organising Member, Golden Jubilee International Conference on Women Empowerment through Transformative Education, Jesus and Mary College, New Delhi
- Participated and worked as an organizing committee member in FDP on Research methodology and teaching pedagogy organized by Teaching learning Centre, Ramanujan College and Indian Accounting Association, NCR chapter (30th April- 5th May, 2019)
- Participated as a member of the organizing committee in the International conference on Social Media marketing –Opportunities and challenges organized by Department of Commerce, Jesus and Mary College (28th-29th March, 2019)
- Participated and worked as a member of the organizing committee of FDP on “Climate across the curriculum: Educational resources for teachers” organized by IQAC, JMC in collaboration with TROP ICSU, a climate education project funded by the International Science Council (ISC) and IISER Pune on 28th January, 2019.