

## **DR. VIBHA MATHUR**

**Associate Professor, Department of Commerce**

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Dr. Vibha Mathur is an Associate Professor in the Department of Commerce, Jesus and Mary College, University of Delhi; permanent faculty w.e.f. July, 1982. She received her M.Phil and PhD degrees from Department of Commerce, Delhi School of Economics, University of Delhi. She was nominated as a visitor under EUVP programme to visit European Commission and Parliament in 2001. In June 2005, she was invited as a guest at the University of Victoria, Melbourne, Australia. She has completed two Post-doctoral UGC sponsored projects and an Innovation project funded by University of Delhi. She has several publications to her credit including books and articles on International Business, India's economic problems and policies. She was the Head of Academic Committee and Member, Organising Committee in the International Conference on 'Social Media Marketing – Opportunities and Challenges' held on March 28-29, 2019 at Jesus and Mary College.

### **Qualifications:**

- B. Com (Hons), University of Delhi
- M.Com, University of Delhi
- M. Phil, Delhi School of Economics, University of Delhi. (Research Topic: "Monetary co-operation among the countries of European Community"). Degree awarded in 1988.
- Ph.D, Delhi School of Economics, University of Delhi. (Research Topic: "Indo-EC Trade Prospects under Unified Europe"). Degree awarded in 1997.

**Papers Taught:** Auditing, Business Organisation, Financial Accounting, Income-Tax, Direct Tax Planning, Secretarial Practice, Cost Accounting, Management Accounting, International Business, Tourism.

**Specialisation:** International Business

### **Awards and Recognition:**

- Recognized as a Research Supervisor by the Department of Commerce, Delhi School of Economics, University of Delhi in the discipline of International Business
- Invited by the European Union under EUVP programme to visit European Commission and European Parliament in the year 2001 in recognition of the research work completed in this area.

### **College Societies and Committees:**

She is currently the Convenor of Management Interaction Cell (MIC) and Member of the Time Table Committee. She has been convenor of various societies like Peace Society, Art and Architecture, Hindi Quiz Society, Study Leave Society and Fee Concession Society and JMCEP.

### **Academic Responsibilities:**

- Teacher-in-charge, Commerce Department (1997-1999)

### **Publications:**

#### **Books**

- “India-European Union Trade Prospects and Impact of Euro”, Indian Tax Institute; ISBN: 81-87046-07-4. April, 1999.
- “Foreign Trade of India-Policy and Developments: 1950-2000”, New Century Publications. ISBN: 81-7708-002-4; July, 2000.
- Published an article entitled “Economic and Monetary Union (EMU) and Birth of Euro: An overview” in a Magazine published by Portuguese Embassy, New Delhi, to commemorate the EU-India Summit, Lisbon-28, June,2000.
- “Trade Liberalization and Foreign Direct Investment in India-1991-2001”, New Century Publications”; ISBN: 81-7708-014-8; July, 2001.
- “Indian Economy and the WTO-New Challenges and strategies”, New Century Publications, ISBN: 81-7708-030-x; July, 2002.
- “India: Foreign Trade Policy and WTO-1991-2003”, New Century Publications, ISBN: 81-7708-059-8; July, 2003.
- “Disinvestment of Public Sector Enterprises in India-Policy and Challenges”, New Century Publications, ISBN: 81-7708-063-6; July, 2004.
- “India: Economic Reforms and Social Sectors”, New Century Publications, ISBN: 81-7708-075-X; July, 2004.
- “WTO and India: Development Agenda for the 21<sup>st</sup> Century”, New Century Publications, ISBN: 81-7708-099-7; July, 2005.
- “Foreign Trade of India-1947 to 2007, Trends, Policies and Prospects”; New Century Publications, ISBN: 81-7708-111-X; July, 2006.
- Economic Planning in India: 1951- 52 to 2006-07; (Chief Editor: M.M.Sury, Associate Editors: Vibha Mathur and Niti Bhasin); New Century Publications, ISBN: 81-7708-103-9; July, 2006.
- “Sixty years of Indian Economy”; (C. S. Prasad, Vibha Mathur and Anup Chatterjee); New Century Publications; ISBN: 81-7708-132-2; July,2007.
- India’s Five Year Plans I to XI – 1951-56 to 2007-12; (Chief Editor: M.M. Sury, Associate Editors: Vibha Mathur and Niti Bhasin); New Century Publications; ISBN: 978-81-7708-177-0; August, 2008.
- “Foreign Trade Policy and Trends in India-1947-48 to 2008-09”; New Century Publications, ISBN: 978-81-7708-207-4; July, 2009.
- “India: Sixty Years of Planned Economic Development”; (M. M. Sury and Vibha Mathur); New Century Publications, ISBN: 978-81-7708-245-6; July, 2010.
- “Foreign Trade, Export-Import Policy and Regional Trade Agreements of India”; New Century Publications, ISBN: 978-81-7708-311-8; July, 2012.
- “Five Year Plans of India: First five-year plan to Twelfth five Year Plan”; (M.M. Sury and Vibha Mathur) New Century Publications, ISBN: 978-81-7708-359-0; July, 2013.
- “International Business”; Pinnacle Learning; ISBN: 978-93-83848-00-3 January, 2014.
- “Export Policy and Management in India; New Century Publications; ISBN: 978-81-7708-412-2; July 2015.
- “International Business” (2nd ed); January, 2017; ISBN: 978-93-83848-287.

- International Business (3rd ed); January, 2019; (Vibha Mathur and Priyanka Marwah); ISBN: 978- 93-83848-50-2.
- Conference Proceedings on ‘Social Media Marketing – Opportunities and Challenges’, Chief editors: Dr. Vibha Mathur and Dr. Sunita Kaistha, Pinnacle Learning, New Delhi, ISBN 978-93-83848-53-9.

### **Research Articles in Scholarly Journal**

- Published an article entitled “Economic and Monetary Union (EMU) and Birth of Euro: An overview” in a Magazine published by Portuguese Embassy, New Delhi, to commemorate the EU-India Summit, Lisbon-28, June, 2000.
- Published articles in UGC approved journals

### **Chapter in Conference Proceedings**

- Mathur, Vibha and Monica S. Chhabra, 2019, ‘Impact of Social Media on Consumer Buying Behaviour’, Published in conference proceeding, Pinnacle Learning, New Delhi, ISBN 978-93-83848-53-9

### **Projects Undertaken:**

#### **A) UGC Sponsored Minor Projects:**

1. Completed and submitted a Post-Doctoral Minor Project sponsored by University Grants Commission in May, 2005. (Research Topic: “Birth of EURO and its implications on India Euro zone Trade”).
2. Completed and submitted another Minor Project sponsored by University Grants Commission in February 2009. (Research Topic: “Trade Liberalization and its impact on India-ASEAN Trade”).

#### **B) Innovation Project funded by the University of Delhi (Project Code: JMC 201):**

1. Titled “State of life after sixty in the 21<sup>st</sup> century, Delhi” was completed and submitted to the University of Delhi in March, 2015. (Worked as the Principal Investigator).

### **Sessions Chaired/ Papers Presented at National/International Conferences:**

- Chaired a Technical Session on **Social Media: The New Age Communication Tool** on 28<sup>th</sup> March 2019 during the International Conference on ‘Social Media Marketing – Opportunities and Challenges’
- Moderated the **Round Table – Techocial** organised by Mercurian Times (Society, Department of Commerce) on 29<sup>th</sup> March 2019 during the International Conference on ‘Social Media Marketing – Opportunities and Challenges’ held at Jesus and Mary College.
- Chaired a Technical Session on **Social Media: Intrusion & Privacy** on 29<sup>th</sup> March 2019 during the International Conference on ‘Social Media Marketing – Opportunities and Challenges’
- Presented a paper with Ms. Monica Soin Chhabra entitled “**Impact of social media on the consumer buying behaviour in the NCT, Delhi**” on March 28, 2019 in the International Conference on ‘Social Media Marketing: Challenges and Opportunities’ held at Jesus and Mary College.

