

MS. TRISHA CHOWDHRY

Assistant Professor, Commerce Department.

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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 to MBA and BBA students as a faculty of Mittal School of Business, Lovely Professional University. 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, Moti Lal 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.

Specialisation: Finance and International Business

College Societies

Convenor, 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

Selected Papers presented at National/International Conferences:

Presented a paper titled "Women empowerment: Visibility of women in the entrepreneurial world in the last few years" in the International conference held at Jesus and Mary college, University of Delhi (October, 2018)

Other responsibilities

- Have been organizing various events of Green Society-Eco club since 2018. Also worked as a teacher member in Fine arts society in 2017.
- 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.