

RESUME

Name: Dr. Vibha Mathur

Designation: Professor, Department of Commerce

Jesus and Mary College, University of Delhi

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Academic Profile:

- B.Com (Hons), Hindu College, University of Delhi.
- M.Com, Hindu College, University of Delhi.
- M.Phil, Delhi School of Economics, University of Delhi (Research Topic: "Monetary co-operation among the countries of European Community"). Awarded degree in 1988.
- Ph.D, Delhi School of Economics, University of Delhi (Research Topic: "Indo-EC Trade Prospects under Unified Europe"). Awarded degree in 1997. Invited by European Union to visit European Commission and European Parliament at Brussels in 2001 in recognition of research work.

Area of specialization: International Business

Teaching Experience:

Organization	Designation	From	To	Subjects
Jesus and Mary College	Lecturer	July 16, 1982	July 15, 1989	Indian Economics; Business Organization; Secretarial Practice; Auditing; Income tax; Company Accounts
Jesus and Mary College	Senior Grade Lecturer	July 16, 1989	April 11, 1997	Cost Analysis and Control; Income Tax, Sales Tax and Auditing; Company Accounts; Financial Accounting
Jesus and Mary College	Associate Professor/Reader	April 12, 1997	Till Date (December, 2020)	International Business; Management Accounting; Income Tax; Tourism; Cost Accounting

Publications

Books :

1. "India-European Union Trade Prospects and Impact of Euro", Indian Tax Institute; ISBN: 81-87046-07-4. April, 1999.
2. "Economic and Monetary Union(EMU) and Birth of Euro: An overview"; published by Portuguese Embassy, New Delhi to commemorate the EU-India Summit, Lisbon-28, June, 2000.

3. "Foreign Trade of India-Policy and Developments: 1950-2000", New Century Publications. ISBN: 81-7708-002-4; July, 2000.
4. "Trade Liberalization and Foreign Direct Investment in India-1991-2001", New Century Publications"; ISBN: 81-7708-014-8; July, 2001.
5. "Indian Economy and the WTO-New Challenges and strategies", New Century Publications, ISBN: 81-7708-030-x; July, 2002.
6. "India: Foreign Trade Policy and WTO-1991-2003", New Century Publications, ISBN: 81-7708-059-8; July, 2003.
7. "Disinvestment of Public Sector Enterprises in India-Policy and Challenges", New Century Publications, ISBN: 81-7708-063-6; July, 2004.
8. "India: Economic Reforms and Social Sectors "New Century Publications, ISBN: 81-7708-075-X; July, 2004.
9. "WTO and India: Development Agenda for the 21st Century", New Century Publications, ISBN: 81-7708-099-7; July, 2005.
10. "Foreign Trade of India-1947 to 2007, Trends, Policies and Prospects; New Century Publications, ISBN: 81-7708-111-X; July, 2006.
11. 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.
12. "Sixty years of Indian Economy"; (C.S.Prasad,Vibha Mathur and Anup Chatterjee); New Century Publications; ISBN: 81-7708-132-2; July,2007.

13. 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.
14. "Foreign Trade Policy and Trends in India-1947-48 to 2008-09"; New Century Publications, ISBN: 978-81-7708-207-4; July, 2009.
15. "India: Sixty Years of Planned Economic Development"; (M.M.Sury and Vibha Mathur); New Century Publications, ISBN: 978-81-7708-245-6; July, 2010.
16. "Foreign Trade, Export-Import Policy and Regional Trade Agreements of India"; New Century Publications, ISBN: 978-81-7708-311-8; July, 2012.
17. "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.
18. "International Business"; Pinnacle Learning; ISBN: 978-93-83848-00-3 January, 2014.
19. "Export Policy and Management in India; New Century Publications; ISBN: 978-81-7708-412-2; July 2015.
20. "International Business" (2nd ed); January, 2017; ISBN: 978-93-83848-287.
21. International Business (3rd ed); January, 2019; (Vibha Mathur and Priyanka Marwah); ISBN: 978- 93-83848-50-2.
22. Conference Proceedings on "Social Media Marketing- Opportunities and Challenges,(March 2829, 2019), Edited by Dr Sunita Kaistha and Dr. Vibha Mathur,September, 2019,Pinnacle Learning; ISBN: 978-93-83848-53-9.

23. "Digital Marketing", August, 2020; (Dr. Vibha Mathur and Ms. Saloni Arora; PHI Learning Private Limited; ISBN : 978-81- 948002-7-9(Print book); ISBN : 978-81-948002-6-2(E Book)

Articles :

1)International publication:

Published an article on "Economic and Monetary Union (EMU) AND THE BIRTH OF EURO: An Overview" in May, 2000 in a magazine issued by The Portuguese Embassy, New Delhi to commemorate the EU- India Summit, Lisbon.

2) In Journals:

(i) "Managing the Expatriates : A Challenge"; Published in "15 Days: An International Refereed and Peer- Reviewed Research Journal"; December,2014; ISSN Number: 2249-605X.

(ii) "Cultural Diversity and its Role in International Business"; Published in ADHIKAAR : An International Refereed and Peer- Reviewed Research Journal; December, 2015; ISSN Number : 2231-2552.

(iii) " Traditional Marketing versus Digital Marketing : An Analysis"; Published in International Refereed and Peer- Reviewed Research Journal; July, 2017; ISSN Number: 2231-2552; UGC Approved Number: 45496.

(iv) " Regional Economic Integration with special reference to the European Union"; Published in International Research and Reviews Journal; July- September, 2017; ISSN Number: 2319- 3204.

(v) "The Journey of the European Union – Tracing its origin and History"; Published in ADHIKAAR : An International Refereed and Peer- Reviewed Research Journal; September, 2017; ISSN Number: 2231-2552; UGC Approved Number: 45496.

(vi) " Analysing the Status, Role and Contribution of Indian Women to Society"; Published in ADHIKAAR :An International Refereed and Peer- Reviewed Research Journal; October, 2017; UGC Approved Number : 45496

(vii) " The Birth and Evolution of World Trade Organisation and its Relevance in present day Times;; Published in The Public : Problems and Solutions – An International Refereed and Peer Reviewed Research Journal; December, 2017; ISSN Number: 2320-4540; UGC Approved Number : 48845

(viii) " ASEAN and India : A successful Partnership – An Overview"; Published in Shodh : An International Refereed and Peer- Reviewed Journal; December, 2017; ISSN Number : 0970-1745;UGC Approved Number ; 42069

(ix) " Brexit : Reasons and Implications"; Published in ADHIKAAR : An International Refereed and Peer- Reviewed Research Journal; January, 2018; ISSN Number ; 2231-2552; UGC Approved Number : 45496

(x) " Green Marketing and Youth – Knowledge, Attitude and Practice in the NCT of Delhi; Published in SS International Journal of Economics and Management (SSIJEM); ISSN Number : 2231- 4962; March, 2019.

(xi) " India's Growing Trade Relations with SAARC countries with special reference to Bangladesh and Nepal - An Analysis" ; Published in IMPACT: International Journal of Research in Humanities, Arts and Literature (IMPACT: IJRHAL); March, 2019, ISSN Number 2321-8878.

(xii) " Modern Day Gadgets & their Impact on Health and Academic Performance of the Youth"; Published in Impact : International Journal of Research in Humanities, Arts and Literature (IMPACT: IJRHAL); May,2019; ISSN Number: 2321-8878; Issue 5, Volume 7.

(xiii) “Trends and Prospects of India’s Trade with Japan: A study for the period 2002-2019”; Published in Shanlax International Journal of Management; January,2022; E-ISSN Number : 2581-9402; Issue 3; Volume 9.

(xiv) “Analyzing the Impact of Human Capital on the Sustainable Growth and Development of Small and Medium Enterprises (SMEs): An Empirical Study”; Published in ComFin Research, April, 2022; E-ISSN Number: 2582-6190; Issue2; Volume 10.

II) UGC Sponsored Minor Projects:

1. A Minor Project sponsored by University Grants Commission in May, 2005 (Research Topic: “Birth of EURO and its implications on India Euro- zone Trade”).

2. A Minor Project sponsored by University Grants Commission in February 2009 (Research Topic: “Trade Liberalization and its impact on India- ASEAN Trade”).

III) Innovation Project funded by the University of Delhi (Project Code: JMC 201):

1. Titled “State of life after sixty in the 21st century, Delhi”; March, 2015.

Paper presentation:

International Conferences:

1. Presented a paper titled “Impact of social media on the consumer buying behaviour in the NCT, Delhi” on March 28, 2019 in an International Conference held on Social Media Marketing: Challenges and Opportunities at Jesus and Mary College, New Delhi.

2. Presented a paper titled “ Analyzing the impact of human capital on the sustainable growth and development of Small and Medium Enterprises(SMEs): An Empirical Study in an International Conference held on December 17, 2020. Won the first prize in category 7.

3. Presented a Paper titled “ E- Learning amidst Covid-19 Pandemic : Opportunities and Challenges for the students of the University of Delhi” in an International Conference organized by Shaheed Bhagat Singh College on “ Advances in Business and Management in the fluid world” on 21st January,2022.

4. Co-Chaired Session II on “Social Responsibility and Reporting” in an International Conference organized by Jesus and Mary College titled “Evolving Business Strategies in a Transforming Global Environment” on 20th January, 2022.

Awards and Achievements:

1.) Was selected as an Anchor in UGC sponsored Educational Programme Consortium for Educational Communication (CEC) in 1992 and continued till 1995.

2.) Was invited by the European Commission to visit Brussels under European Union Visitor’s Programme in May, 2001.

3.) Was appointed Supervisor to guide Ph. D students in the area of International Business in September, 2019.

4.) Won the first Prize in paper presentation in the Ninth World Conference on Applied Sciences, Engineering and Management International Conference organized by The American School of Business, Paris; held in December, 2020.

Extra-Curricular Activities:

1. Webinars Organised :

Under IQAC, JMC:

“Covid-19 outbreak: Psycho- Social support to the youth” on May 10, 2020 in which eminent doctors from Ministry of Health and Family Welfare, New Delhi, IHBAS, RML hospital, WHO and AIIMS had participated.

“Life and Careers beyond Covid-19” on May 12, 2020; An interactive session by Prof. Dinesh Singh, Former Vice Chancellor of the University of Delhi.

Under MIC:

“Inclusivity starts I campaign” from July 27, 2020 to July 31, 2020 under which various Talks were organized by prominent speakers

“Virtual Unveiling of JMC Alumnae: Women in Business” and discussion on “Importance of networking in professional development” on September 30, 2020.

“Global Networking Meet with Women in Business Club, Kelly School of Business, Indiana University, USA on October, 2020.

“Crossing Borders” – Professional Development workshop in collaboration with women in Business Club, IE Business school, Spain on November 6 and November 11, 2020.

“Social for local Campaign” organised from November 9 to 19, 2020.

Was the Head, Academic Committee and Head, Cultural Committee in an International Conference held on “Social Media Marketing” in Jesus and Mary College on March 28 & 29, 2019.

Was the In-Charge of 'Abstract Book' in the International Conference organized by Jesus and Mary College titled "Evolving Business Strategies in a Transforming Global Environment" in January,2022.

2. I have been the convener of various societies like Peace Society, Hindi Quiz Society, Study Leave Society and Fee Concession Society. I have organized seminars and had the privilege of inviting eminent speakers.

Currently, I am the Convenor of Entrepreneurial Cell and guiding students to organize webinars, talks etc. I am also the Convenor of Management Interaction Cell of the Department of Commerce and have organized many events .

I have also been the member of the Central Time Table Committee of the College from Academic Year 2018 to 2022.

Currently, I am the Convenor of Study Leave Society of College.

3. As a Teacher in charge of the Commerce Department from 1997-1999, I had organized Inter college Debates, seminars, Inter college Quiz competitions, Fresher's Welcome, Orientation Program for Freshers and Farewell Function to outgoing students.

4. As part of a social program named "Jesus and Mary College Educational Program (JMCEP) organized by our college for poor and underprivileged children, I have held the post of Convener for four years from 1984-88 and did my best to motivate our college students in educating the under privileged.

5. I was part of the SAP training programme in December, 2015 and later took classes for students enrolled under the programme in 2016-17.

Talks / Seminars Attended:

Talk by Dr. Anne Mary Fernandes on " Quality in Higher Education : Insights and Initiatives for JMC @ 2025 on October 22, 2021.

Special Address by Prof. L.S. Ganesh on " Revisiting the Vision and Mission : In preparation for JMC @ 2025 on October 27, 2021.