

MS. SALONI ARORA

Assistant Professor, Commerce Department.

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Saloni Arora is an Assistant Professor in the Department of Commerce, Jesus and Mary College, University of Delhi. She is an adhoc in the department since July, 2016. She has completed her Bachelors and Masters from University of Delhi. Her areas of specialisation include finance and taxation. She has cleared Companies Secretary Professional level. She has several publications in her name and has presented papers in National and International Conferences.

Qualifications

- B.Com (Hons.), Jesus and Mary College, University of Delhi, New Delhi (2010-13)
- M.Com, Janki Devi Memorial College, University of Delhi, New Delhi (2013-15)

Membership of Professional Bodies

- Indian Accounting Association NCR Chapter: Life Member

Papers Taught

Financial Accounting, Income Tax, Goods and Service Tax (GST), Advertising, Business Mathematics, Entrepreneurship, Personal Selling and Sales Promotion, E-filing of returns, Corporate Accounting.

Specialisation: Finance and Tax

College Societies

- Member, National Service Scheme

Selected Publications: Books/Course Material/Articles

- “Customer Relationship Management through Social media: Strategies of Engagement”, 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.
- “Modern Day Gadgets & Their Impact on Health & Academic Performance of the Youth” published in IMPACT: International Journal of Research in Humanities, Arts and Literature, ISSN Number: 2321-8878.
- “Green Marketing and Youth – Knowledge, Attitude & Practice in the NCT of Delhi” published in SS International Journal of Economics and Management (SSIJEM), ISSN Number: 2231-4962.

- “The impact of Company’s Financials on CSR: An empirical study on NIFTY 50 Companies”, published in Shodh Sanchar Bulletin, ISSN No.: 2229-3620.
- “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), ISSN Number: 2321-8878.
- “Sustainability and Indian banking sector: Issues and perspectives” published in Indian Journal of Applied Research, ISSN: 2249-555X.
- “Integrating leadership, power and politics & its impact on organization” published in IMPACT Journal, ISSN: 2347-4564.
- “Road to GST: Miles to go” published in KAAV Publications, ISSN:2348-4969.
- “Goods and services tax: Awareness and opinion of the Indian youth” published in TAJMMR Journal, ISSN:2279-0667.
- “Pathway to transformational leadership” published in KAAV Publications, ISSN-2348-4969.
- “Monetary Policy Committee: Many heads better than one?”, 2017 published in AJMR Journal, ISSN:2278-4853.

Chapter in Conference Proceedings

- Dayal, Rekha., Adlakha Dinesh and Saloni Arora, 2019, ‘Customer Relationship Management through Social media: Strategies of Engagement’, Published in conference proceeding, Pinnacle Learning, New Delhi, ISBN 978-93-83848-53-9.

Books

- Co-Author of the book titled, ‘Investing in Stock Markets’. Pinnacle Learning, 2020
- Co-Author of the book titled, ‘Digital Marketing’. PHI, 2020

Participation in National/International Conferences:

- Presented paper titled, ‘Analyzing the impact of human capital on the sustainable growth & development of Small and Medium Enterprises: An empirical study’ in the 9th World conference on Applied Sciences, Engineering and Management (WCSEM 2020) held on 17th December, 2020.
- Presented paper titled ‘The impact of company’s financials on CSR: An empirical study of NIFTY 50 Companies’ in the International conference on Corporate Governance: Issues, Challenges and Changing Paradigms held on 7-8th September, 2019.
- Presented paper titled ‘Customer awareness and adoption of sustainable green banking practices: An empirical study on banks in Delhi’ in 3rd Thought Leadership summit on sustainability & CSR held on 23rd August, 2019.
- Presented paper with Dr. Rekha Dayal and Dr. Dinesh Adlakha titled ‘Customer Relationship Management through Social media: Strategies of engagement’ in the international Conference on ‘Social Media Marketing – Opportunities and Challenges’ held on March 28-29, 2019 at Jesus and Mary College.
- Presented paper titled ‘Social media marketing and customer equity: A study of luxury fashion brands’ in the international Conference on ‘Social Media Marketing – Opportunities and Challenges’ held on March 28-29, 2019 at Jesus and Mary College.

- Presented paper titled ‘Sustainability and Indian banking sector: Issues and perspectives’ in the International Conference on Sustainable development and the world economy held on 4-5th February, 2019.
- Presented paper titled ‘Role of banker in making a greener tomorrow: An anecdote from Indian banking sector’ in the International Conference on Global vision 2030: Challenges & Opportunities held on 4-5th January, 2019.
- Participant in the Golden Jubilee International Conference on “Empowering Woman through Transformative Education” organized by Jesus and Mary College on October 3-4, 2018.
- Presented paper titled ‘Leveraging Big data analytics in Banking sector in India: Seizing opportunities, preserving challenges’ in the International Conference on Leveraging Big Data Analytics for Global Business Excellence held on 4th February, 2017.

Other responsibilities

- Member, **TedxJMC** for the year 2019-20,2020-21
- Member, **NEEV** for the year 2019-20, 2020-21
- Member, Organizing Committee in the 9th World conference on Applied Sciences, Engineering and Management (**WCSEM 2020**) held on 17th December, 2020.
- Member of Organizing Committee of the **Webinar** on ‘Covid-19 outbreak: Psycho Social Support for the Youth’ organized by IQAC and Department of Commerce, JMC
- Member of Organizing Committee of the **Webinar** on ‘Life and Careers beyond Covid-19’ organized by IQAC and Department of Commerce
- Member, Organizing Committee in the **International Conference** on ‘Social Media Marketing – Opportunities and Challenges’ held on March 28-29, 2019 at Jesus and Mary College.
- Member of Editorial Team of International **Conference proceedings** on ‘Social Media Marketing: Opportunities and Challenges’ held on March 28-29, 2019 at Jesus and Mary College.