

Ms.KASHNIE SINGH

Assistant Professor (Adhoc), Commerce Department.

Qualifications	M.Com, B.com(H)
Status	Adhoc
Papers Taught	Financial Accounting, Corporate Accounting, E-commerce, Managerial aspect of Small enterprises
Specialisation	Accounting
Membership of Professional Bodies	Indian Accounting Association NCR chapter: Life member
College Society	Convenor, Hindi Dramatics Society. Member, Jesus and Mary College Education Programme (JMCEP)
Publications	<ul style="list-style-type: none">• Marketing Management (2017) : Co-authored ISBN no. 978-93-5139-515-7• Business Organisation and Management (2017) :Chapter authored ISBN no. 978-93-5139-514-0
1)Books	
2)Research articles published	
	<ul style="list-style-type: none">• Paper titled 'The Impact of Covid-19 on Digital Disparity in the Education Sector: an Indian Perspective' published in Aegaeum Journal vol 8 issue 9, ISSN No: 0776-3808• Paper titled 'Social media: What makes it and breaks it with focus on Hashtag Activism' in the Conference Proceedings of 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

<p>3)Paper Presented</p>	<ul style="list-style-type: none"> • Presented paper titled ‘Innovation Capabilities and Its Importance in Improving Performance of MSMEs’ in the 9th World Conference on Applied Sciences, Engineering and Management’ held on 17-18 December 2020 at The American Business School of Paris, France • Presented paper titled ‘Shells and Bubbles - A Chinese Game Plan’ in the International Conference on Global Financial and Business Environment (ICGFBE 2020) held on November 20-21, 2020 at NDIM, New Delhi, India • Presented paper titled ‘Online advertising: Its impact on the buying behaviour of Millennials’ in the international Conference on ‘Social Media Marketing – Opportunities and Challenges’ held on March 28-29, 2019 at Jesus and Mary College.
<p>Other responsibilities</p>	<ul style="list-style-type: none"> • 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 Organizing Committee of the Webinar on ‘Gandhi’s message to students’ organized by IQAC and Department of Commerce • Member of Organizing Committee of the Webinar on ‘Behavioural Finance: Mind over markets’ organised by FIC under the aegis of Department of Commerce