

## CURRICULUM VITAE

### **BINDU AGGARWAL**

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### *Career Objective*

To work for the organization which would give me enough opportunity to realize my potential and serve the organization to its expectations.

### *Work Experience*

- **Presently Working** as an Assistant Professor in the Department of Commerce in S.D.College ( Lahore ), Ambala Cantt till date since 2006.
- **Worked as a Lecturer in Commerce in D.A.V. College ( Lahore ), Ambala City** for the session 2005-2006.
- 8 years of experience of teaching Post Graduate Classes and 12 years of experience of teaching Under Graduate Classes i.e. B.Com and BBA.

### *Areas of Interest*

- Accounting & Finance
- Marketing Management.
- Marketing Research.
- Advertising and Sales Management.
- Business Management.
- Management Accounting

### *Qualifications :*

#### **Educational**

- **Passed 10<sup>th</sup>** from S.A. Jain Senior Model School, Ambala City ( Affiliated to C.B.S.E ) securing 61.2 %
- **Passed 10+2** from S.A. Jain Senior Model School, Ambala City ( Affiliated to C.B.S.E ) securing 81 %.
- **Passed B.Com** from S.A. Jain College, Ambala City ( Affiliated to Kurukshetra University, Kurukshetra ) securing 60%.
- **Passed M.Com ( Marketing )** from S.A. Jain College, Ambala City ( Affiliated to Kurukshetra University, Kurukshetra ) securing 61.3 %.

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- **Passed M.Phil ( Marketing )** from Kurukshetra University, Kurukshetra as a **Regular Student** and secured 60 %.
- Qualified the **UGC-NET ( National Eligibility Test )** In December 2006.

### Research Publications

- **Supervised** two students for the award of **M.Phil degree** from the Global Open University, Nagaland in the session 2008-09.
- **Written** a book on **ONLINE MARKETING for the students of M.Com** published by Vardayini Publications Ambala Cantt, strictly according to the syllabus, ISSN No.978-81-931613-9-5.
- Multi level marketing – Problems and Solutions published in the International Journal of Research, Vol-1 Issue – 6, July 2014 ISSN 2348-6848.
- Rural Marketing of Telecom Services in India published in the International Journal of Research, Vol-1 Issue – 6, July 2014 ISSN 2348-6848.
- Corporate Governance published in the International Journal of Research, Vol-1 Issue – 6, July 2014 ISSN 2348-6848.
- Human Rights – Past, Present and Future Perspective published in Golden Research Thoughts an International Journal, Vol 1, Issue. XI/May,2012.
- FDI in Multi Brand Retail – A SWOT Analysis, published in the International refereed journal Pramana, a quarterly Research Journal, Oct- Dec ,2012.
- Impact of HRD practices in increasing productivity in BPO industry, published in a book titled “HRD: Theoretical and Practical Implications” published by Regal publications, New Delhi , ISB published in a book titled “N No- 978-81-8484-233-3, August,2012.
- Traditions of Pilgrimage in India published in a book titled “Pilgrimage Tourism”, published by S.D College(Lahore), Ambala Cantt, ISBN No. 978-93-82529-00-2.
- Measuring advertising effectiveness of print and electronic media in promotion of cars, published in Purva Mimmsana, A Multidisciplinary research journal, Ambala Cantt, ISSN: 0976-0237.

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### **Paper presentation:**

- Presented a paper in National Seminar on Traditions of Pilgrimage in India.
- Presented a paper in National Seminar on Customer Relationship Management in Banking.
- Presented a paper in National Seminar on Role of Government in promoting SMSEs.
- Presented a paper in National Seminar on Managing India's External Trade.
- Presented a paper in National Seminar on Customer Relationship Management in Insurance Sector.
- Presented a paper in National Seminar on E-Commerce Models- Advantages and Disadvantages.
- Presented a paper in National Seminar on Food security in India challenges and suggestions.
- Presented a paper in National Seminar on Stock Market operations and Investment opportunities.
- Presented a paper in National Seminar on Emerging Trends in Business Management & Information Technology: Implementation and Challenges.

### **Academic Activities Performed**

- Organized an **Industrial Visit** for the students to **NATIONAL STOCK EXCHANGE, New Delhi.**
- Organized an **Industrial Visit** for the students to THE TRIBUNE, Chandigarh.
- Organizing secretary of UGC sponsored National Seminar on Strategic Role of Information Technology in Empowering Commerce held on 16<sup>th</sup> March, 2016 by the Department of Commerce, Electronics and IT.
- Organizing secretary UGC sponsored National Seminar on Emerging Trends in Business Management & Information Technology: Implementation and Challenges held on 9<sup>th</sup> February, 2017.

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➤ **Organized the following Guest Lectures**

- Emerging Trends in Life Insurance Sector, delivered by Mr. Ajay Tandon, Branch Manager, Bajaj Allianz, Ambala Cantt on 3<sup>rd</sup> Sept,2010.
  - Investment Opportunities in Stock Market delivered by Mr. Gagan Sachdeva, Branch Manager, Sharekhan Ltd.
  - A journey from student to a smart student by Mr. Rohan Sharma, Corporate Trainer and Life coach from Sneh Academy, Chandigarh on Sept 12, 2015 for the students of BBA.
- Attended a FDP on “Information and Communication Technology” organized by UNISKILLS at S.D College, Ambala Cantt on 12-13 Feb, 2016.
- Attended a FDP on Tally at S.D College, Ambala Cantt on 21-23 Jan, 2016.
- Acted as a Resource person and delivered a lecture on Health Awareness among Girls organized by JCI Wing Ambala on 29<sup>th</sup> March,2016 at S.D College, Ambala Cantt.

**Member of different Committees**

- Incharge of Commerce Association and organized various events.
- Member of Vocational Guidance and Placement cell.
- Incharge of Group Dance General for Zonal Youth Festival held on 12,13 and 14<sup>th</sup> of October,2016
- Member of University work.
- Member of Hospitality Committee.
- Tutor of M.Com and B.Com

**Performed the following University Duties**

- Invigilation
- Answer book Evaluation
- Flying Duty
- Internal Examiner in VIVA-VOCE Examination

Date :

Place :

( BINDU AGGARWAL )