




DEPARTMENT OF COMMERCE
DYAL SINGH COLLEGE, UNIVERSITY OF DELHI
FACULTY DETAIL



Title	Dr.	First Name	Anshika	Last Name	Singh	Photograph
Designation		Assistant Professor				
Address		Dyal Singh College, Lodhi Road, Pragati Vihar, Delhi, Delhi-110003				
Phone No Office		01124367819				
Residence						
Mobile						
Email		Anshika.singh@dsc.du.ac.in				
Web-Page						
Educational Qualifications						
Degree		Institution			Year	
Doctor of Philosophy. (Ph.D)		SSSUTMS			2021	
UGC-NET		UGC			2011	
Master of Business Administration		Bharati Vidyapeeth Institute Of Management & Research, New Delhi			2010	
Bachelor of Commerce		Jesus & Mary College, Delhi University			2006	
Career Profile						
To be associated with an educational institution where, the best of my knowledge backed by my skill and passion for teaching and classroom coaching, be utilized for the benefit of the organization as a whole and for my Professional growth.						
Administrative Assignments (From 1st July 2019 onwards)						
Areas of Interest / Specialization						
Marketing.						
Subjects Taught						
Marketing Management, Advertising and Personal Selling, Digital Marketing.						
Research Guidance						
Publications Profile						
(Mention total no. and details from 1 st July 2019 onwards only)						
Paper Published TRUSTWORTHINESS, ATTRACTIVENESS, PRESTIGE AND BFI WITH PARASOCIAL						

RELATIONSHIP: A MEDIATION ANALYSIS. in Academy of Marketing Studies Journal (ABDC B List) - ISSN: 1528-2678, Volume 26, Issue 5, 2022 -R.Kumar and A.Singh,

Paper Published **ROLE OF TECHNOLOGY IN ENHANCING LEARNING AND TEACHING PRACTICES IN EDUCATION SECTOR** . in Academy of Marketing Studies Journal (ABDC B List) - ISSN: 1528-2678, Volume 26, Issue 5, 2022 -R.Kumar and A.Singh, K.Suneel.

Paper Published **The Study of Growth of Digital Marketing and Its Importance in Business**, Published in Our Heritage, ISSN-0474 9030, Vol-68, Page No.308, 2020.

Paper Published- **A Study on Digital Marketing and its Impact** ,in IJRAR (UGC and ISSN approved)E- ISSN: 2348-1263, P-ISSN: 2349-5138 , Volume 6/ Issue 2/ April 2019.

Paper Published **Study of Growth of Digital Marketing in India**, Published in Journal of The Gujrat Research Society, ISSN-0374 8588, Vol-21, Page No.2585, 2019.

Conference Organization/ Presentations (From 1st July 2019 onwards)

Paper Presentation -Interdisciplinary National seminar on Dimensions on disability Studies Evolution and Prospects. Equal Opportunity Cell, Rajdhani College, University of Delhi on 6th March 2019, **Topic-Career Areas for Person with Disability.**

Paper Presentation -International Conference -ASBIC-2022- Vision 2070-Achieving Sustainability through Management and Technology on 05th 2022” Topic-**Role of Digital Marketing in Developing Economy of India”.**

Paper Presentation -INTERNATIONAL CONFERENCE ON STIMULATING DEVELOPMENT THROUGH ENTREPRENEURSHIP organized by the Department of Commerce, **Aligarh Muslim University, Aligarh**, scheduled on May 21, 2022. Topic- **"Effectiveness of Digital marketing in New Normal Era: An Empirical Study".**

Paper Presentation- National Seminar **Bharat@75: Social, Economic, Political and Cultural Dimensions** on 9-10th September, 2022 jointly organized by Central University of Haryana and SHoDH Haryana. Topic- Digital India: Developing India.

Paper Presentation - “International Conference on Bharat on 2047.Role of Commerce and Business”, held on 11-12th January, 2023 organized by the Department of Commerce, Delhi School of Economics, University of Delhi. **“Digital Payments: From the Obsession with Cash to Drivers of Non-Cash Retail Payments with Relation to Indian Perspective”.**

Participated in International Webinar on "Latest Technologies of Artificial Intelligence in Digital Marketing", Marketing", organized by Research Affairs Committee, Rajdhani College, University of Delhi, on 28th August, 2023.

Events Organized.

Core member of Organizing Committee, Vice Chancellors' Conclave On National Education Policy 2020. Its Implementation, Opportunities and Challenges" 16th July 2021 organized by Department of Commerce and IQAC, Rajdhani College, University of Delhi.

Core member of Organizing Committee, 1st International Conference on "Emerging Issues in Business and Economic Research" 17th-18th Dec 2021, (Organized by Department of Commerce, Rajdhani College, University of Delhi, New Delhi, India).

Core member of Organizing Committee, National Webinar on '**Become the Author of Your Life' 18th January 2022**, Organized by Society of Commerce and Management Lecture Series, Department of Commerce, Rajdhani College, University of Delhi,

Core member of Organizing Committee, National Webinar on Enlightened Enterprise for widely shared prosperity and Human Flourishing in the 21st Century on 02nd Feb 2022, Organized by Society of Commerce and Management Lecture Series, Department of Commerce, Rajdhani College, University of Delhi.

Core member of Organizing Committee, National Webinar on "**Career As A Company Secretary**". On 09th Feb 2022 Organized by Society of Commerce and Management Lecture Series, Department of Commerce, Rajdhani College, University of Delhi.

Core member of Organizing Committee, National Webinar on "**An Overview on Union Budget 2022**" on 17th Feb 2022 Organized by Society of Commerce and Management Lecture Series, Department of Commerce, Rajdhani College, University of Delhi.

Core member of Organizing Committee, National Webinar on "**Get in Touch with Your Dreams and Live Them**" on 08th March 2022 Organized by Society of Commerce and Management Lecture Series, Department of Commerce, Rajdhani College, University of Delhi.

Core member of Organizing Committee, One Week Online National Faculty Development Programme (FDP) on Research Methodology from 18th -24th April 2022, **Rajdhani College in Collaboration with Hansraj College (Mahatma Hansraj Faculty Development Centre) (A Centre of MoE under PMMMNMTT Scheme).**

Core member of Organizing Committee, One Week Online National Faculty Development Programme (FDP) on Research Methodology from 04th -10th July 2022, Organized by Research Affairs Committee, Rajdhani College, University of Delhi in Collaboration with Indian Commerce Association (ICA) Delhi -NCR Chapter .

Core member of Organizing Committee, National Webinar on "**Bibliometric Analysis**" on 13th August 2022 Organized by Society of Commerce and Management Lecture Series, Department of Commerce, Rajdhani College, University of Delhi.

Core member of Organizing Committee, 2nd International Conference on “Sustainable Developing in Commerce, Management & Technology” 26th-27th Feb 2023, (Organized by Department of Commerce, Rajdhani College, University of Delhi, New Delhi, India) in collaboration with Indian Commerce Association -Delhi NCR Chapter. Pinaki Techno India.

Core member of Organizing Committee, 3rd International Conference on “Digital Transformation towards Sustainable Development in Future” 8th-9th March 2024, (Research Affairs Committee, Rajdhani College, University of Delhi, New Delhi, India).

Research Projects (Major Grants/Research Collaboration) (From 1st July 201 onwards)

Awards and Distinctions (From 1st July 2019 onwards)

Co-Chaired a Session in 1st International Conference on “Emerging Issues in Business and Economic Research” 17th-18th Dec 2021, (Organized by Department of Commerce, Rajdhani College, University of Delhi, New Delhi, India).

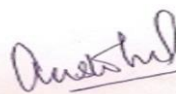
Co-Chaired a Session in 2nd International Conference on “Sustainable Developing in Commerce, Management & Technology ” 26th-27th Feb 2023, (Organized by Department of Commerce, Rajdhani College, University of Delhi, New Delhi, India) in collaboration with Indian Commerce Association -Delhi NCR Chapter. Pinaki Techno India.

Co-Chaired a Session in, 3rd International Conference on “Digital Transformation towards Sustainable Development in Future” 8th-9th March 2024, (Organized by Research Affairs Committee, Rajdhani College, University of Delhi, New Delhi, India).

Association With Professional Bodies

ICA INDIA- Membership ID-556

Other Activities like MOOCs/ Patents etc. (From 1st July 2018 onwards)



Signature of Faculty Member