



Faculty Details Proforma



Title	Ms.	First Name	Perna	Last Name	Soni	Photograph
Designation	Assistant Professor					
Address	Shaheed Bhagat Singh College, Sanatan Mandir Marg, Phase-II, Sheikh Sarai, New Delhi-110017					
Date of Birth	25 th April 1989					
Phone No Office						
Mobile	9818252545					
Email	prernasoni@sbs.du.ac.in					
Web-Page						
Educational Qualifications						
Degree	Institution				Year	
Ph.D.	University of Delhi				Pursuing	
M.Com	University of Delhi				2013	
B.Com	University of Delhi				2010	
Career Profile						
<ul style="list-style-type: none"> Assistant Professor, Shaheed Bhagat Singh College (M), University Of Delhi from March 2023 till date. Assistant Professor, Shri Ram College of Commerce, University Of Delhi from July 2014 to February 2023. 						
Areas of Interest / Specialization						
<ol style="list-style-type: none"> Organization behavior. Human resource management. Corporate Laws 						
Papers Taught						
<ol style="list-style-type: none"> Management Principles and Applications Human resource management Leadership and Team development Corporate Laws. Organizational Behavior 						

Research Guidance							
PhD scholars							
Under Supervision		Submitted			Awarded		
M.Phil Scholars							
Under Supervision		Submitted			Awarded		
M.A. Dissertations							
Under Supervision				Awarded			
Publications Profile							
Books							
Title		ISBN/Publisher/Link		Indexed Scopus etc if any		Year	
Research Publications							
Article Name	Publication Type (UGC Care/ Scopus/ Web of science etc)	Journal Name	ISSN No	Volume	Year	URL	DOI
Employer Brand Image & its unexplored	UGC Care	Shodh Sarita	2348-2397	8	2021		

influence on employee management							
Employer Brand Image: The Construct, Antecedents and Consequences.	UGC Care	Shodh Sanchar bulletin,	2229-3620	11	2021		
Employer Brand Image- A review of literature	Peer Reviewed	International Research Journal of Management sociology & Humanities	2277-9809	11	2020	http://www.irjmsh.com/abstractview/15177	https://doi.org/10.32804/IRJMSH
Publications other than journal articles							
Title of Publication	Type of Publication	Publisher	Role in Publication	ISBN Number	Year	URL	Level
Conference/ workshop Organized							

<ol style="list-style-type: none"> 1. Convener of registration and Certificates team of International G20 conference on the theme “Resilient Approaches For New World Order & Viksit Bharat” Organized by Shaheed Bhagat Singh College, University of Delhi On September 25th,2023. 2. Convenor of Organizing committee, Organized a 2 day tally workshop on Basic and Advance tally with GST held on 13th – 14th Jan 2023, organized by Seminar Committee, Shri Ram college of Commerce. 3. Member of organizing committee for the national conference on Banking sector reforms in India experience, opportunities and challenges held at Shri Ram College of Commerce, New Delhi on April 06th – 07th , 2015.
Awards and Distinctions
Association with Professional Bodies
<ol style="list-style-type: none"> 1. Lifetime member of Indian Commerce Association.
Other Activities
<ul style="list-style-type: none"> • Nodal Officer, “UTSAH PORTAL” 2023-till present. • Nodal Officer, All India Survey of Higher Education (AISHE) 2023-till present. • Co-Convener of 180 DC consultancy 2023-till present. • Co-ordinator of Miraci “The Creative writing society” 2023-till present. • Member of Admission Committee at Shaheed Bhagat Singh College, University of Delhi for the academic year 2023-24. • Member of Admission Audit Committee, Shaheed Bhagat Singh College, University of Delhi for the academic year 2023-24. • Member of organizing committee of department level farewell programme and orientation programme for academic year 2023-24. • Member of Student’s Grievances handling committee-Department of Commerce, SBSC from 2023-till present. • Member of IT- Infrastructure Development (Enterprise Resource Planning) Committee at Shaheed Bhagat Singh College, University of Delhi. • Member of Infrastructure development and monitoring committee at Shaheed Bhagat

Singh College, University of Delhi.

- Completed a 4-week Faculty Induction / Orientation Programme for “Faculty in Universities/ Colleges/Institutes of Higher Education” from 22 March- 20th April 2023 and obtained Grade A+ Organised by Teaching Learning Centre, Ramanujan College, University Of Delhi.
- Completed online two-week Interdisciplinary Refresher Course in “Advanced Research Methodology” from 21st June- 05th July 2023 and obtained Grade A+ Organised by Teaching Learning Centre, Ramanujan College University of Delhi.
- Participated in 2-day annual international commerce conference on भारत @ 2047: Role of commerce and Business organized by Department of Commerce, Delhi School of www.du.ac.in/www.sbsc.in Page 3 Economics, University of Delhi, held at Deen Dayal Upadhyaya College, University of Delhi on Jan 11th -12th 2023.
- Convenor of seminar committee, Shri Ram College of Commerce, University of Delhi for A.Y. 2022-2023.
- Faculty Advisor of Leadership cell ShARE SRCC for the A.Y. 2022-2023.
- Core member of time -table committee at Shri ram college of commerce, university of Delhi from 2014 till 2023.
- Active member of Admission committee at Shri ram college of commerce, university of Delhi from 2014 till 2023.
- Participated in Faculty Development Program on Systematic Literature review and Meta - analysis held on 10th -16th Aug 2021, organized by Ramanujan College, University of Delhi.
- Contributed as a member of Organizing Committee for orientation Programme for undergraduate students at SRCC for the A.Y. 2021-2022.
- Contributed as a member of Organizing Committee for annual day at SRCC for the A.Y. 2021-2022.
- Contributed as a member of admission committee from Global business operation at SRCC for the A.Y 2020-2021.
- Presented paper titled exploring the antecedents and consequences of Employer Brand Image in the technical session 7 of the 1st International conference on “Emerging issues in Business and Economic Research” held on 17th -18th December 2021 organized by Department of commerce, Rajdhani College, University of Delhi.
- Presented paper titled “Employer Brand Image: A tool for employee engagement in the Human

Resources track during 6th Global leadership Research conference 2021 on the theme “Responsiveness, innovation, and Resilience: Critical factors for future growth in changing socio – political environment held on 25th 26th Feb 2021, organized by Amity Business School Noida.

- Successfully completed an online course “The Science of Well-Being” authorized by Yale University and offered through Coursera.2020.
- Successfully completed one-week workshop on “Qualitative Research Using Nvivo” from 22 June 2020 to 26th June 2020 organised by Research Shiksha, India.
- Participated in International Conference on “Empowering Women: Fostering Entrepreneurship, Innovation and Sustainability”. Organized jointly by NITI Aayog’s women entrepreneurship platform and Shri Ram college of Commerce’s office of international programme held on July 16th -17th, 2018.
- Attended the interaction session on “How to be spiritually S.M.A.R.T. citizens?” held on 24th August 2017, organized by ATMAN – Mind body and soul club, Shri ram College of Commerce, University of Delhi.
- Participated in the national symposium on “Dimensions of quality in higher education in India” held on Nov-11th 2017 organized by Internal Quality Assurance Cell, Shri ram college of Commerce, University of Delhi.