



Faculty Details Proforma



Title	Dr.	First Name	Vijay Vrat	Last Name	Arya	Photograph
Designation	Assistant Professor					
Address	Department of Commerce, Shaheed Bhagat Singh College, Sheikh Sarai, New Delhi-17					
Date of Birth						
Phone No Office	011-29250306					
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Email	vijay.arya@sbs.du.ac.in					
Web-Page	https://www.sbsc.in/					
Educational Qualifications						
Degree	Institution			Year		
Ph.D.	C.C.S. University, Meerut			2008		
M.Com	C.C.S. University, Meerut			2002		
M.B.A	I.G.N.O.U., New Delhi			2020		
B.Com.	C.C.S. University, Meerut			2000		
Career Profile						
<ul style="list-style-type: none">Assistant Professor, Department of Commerce, Shaheed Bhagat Singh College, New DelhiJunior Consultant, CCETC, IGNOU, New DelhiProject Associate Fellow, DHPE, NIEPA, New Delhi						
Areas of Interest / Specialization						
Banking, IT, Corporate Governance & CSR and Higher Education						
Papers Taught						
<i>Financial Markets Institutions and Services; Marketing Management; Digital Empowerment; Innovation and Entrepreneurship; Principles of Marketing, Auditing and Corporate Governance, Advertising, E-Marketing, Auditing and Corporate Governance, Income Tax and Practice (E-Filing), Foreign Exchange Management, Governance, Ethics and Social Responsibility of Business; E-Commerce; Business Organisation and Management; Business Laws; Introduction to Computers and Information System; International Business; Micro-Economic Theory and Application; Principles of Marketing, Auditing and Corporate Governance, Company Law, Computer Application in Business; Ethics, Corporate Governance and Sustainability; International Marketing Management; India's Foreign Trade and Investment; Advanced Financial Management and Policy; Financial Planning; Entrepreneurship; Business Environment; Economic Analysis; Project Management and Financial Services; Corporate Law; Banking and Insurance; Insurance and Risk Management</i>						

Publications Profile

Books							
Title	ISBN/Publisher/Link	Indexed Scopus etc if any	Year				
Elements of Banking and Insurance	978-81-954284-1-0 Mihaana Global		2022				
Strategic Management	978-81-949466-6-3 New Vision		2021				
Banking Practices and Analysis	978-81-266-5755-1 IGNOU and Centum Learning Ltd.		2011				
Corporate Governance and CSR: Principles, Policies and Practices	978-81-949466-8-7 New Vision		2021				
Business Finance: The Changing Scenario	978-81-949466-5-6 New Vision		2021				
India's International Relations	978-81-949466-0-1 New Vision		2021				
Entrepreneurship Development'	978-93-83918-41-6 KBC-Nano Publication Pvt. Ltd		2020				
Research Publications							
Article Name	Publication Type (UGC Care/ Scopus/ Web of science etc)	Journal Name	ISSN No	Volume	Year	URL	DOI
<i>Artificial Intelligence (AI) in Retail Sector: Learning from Global Experiences</i>	Peer reviewed	Journal of Contemporary Research and Communication	2582-3752	4	2021		
<i>Growth of E-commerce during Pandemic in Urban India</i>	Peer reviewed	Indian Journal of Advanced Research in Society	2456-5296	6	2021		
<i>India's Balance of Payment (BoP): Trends and Challenges</i>	Peer reviewed	Journal of Contemporary Research and Communication	2582-3752	4	2021		

<i>Loyalty Programs in Marketing: An overview of Leading Strategies towards Customer Retention</i>	Peer reviewed	Journal of Contemporary Research and Communication	2582-3752	3	2020			
<i>Brand Adaptation: An Analysis of Brilliant Global Marketing Strategies</i>	Peer reviewed	Journal of Contemporary Research and Communication	2582-3752	2	2019			
<i>The Credit Rating Agencies and Corporate Governance: An Assessment of Role and Transparency</i>	Peer reviewed	Journal of Contemporary Research and Communication	2582-3752	1	2018			
<i>Corporate Governance Practices in Banking Sector: A Study of Selected Private Sector Banks and Public Sector Banks in India</i>	UGC Care	Ramanujan International Journal of Business and Research	2455-5959	II	2017			
<i>Agri-Entrepreneurship Among Young Farmers in NCR</i>	Peer reviewed	Indian Journal of Advanced Research in Society	2456-5296	2	2017			
<i>The Trends of Startup in India in Recent Years</i>	Peer reviewed	Indian Journal of Advanced Research in Society	2456-5296	1	2016			
<i>Sustainable Development – A Paradigm Shift for India</i>	Peer reviewed	International Journal of Management Science Review	2249-6718	4	2015			
<i>Trends and Analysis of Equity New Fund Offer (NFO): An Empirical Analysis</i>	UGC List	Journal of Business Studies	0975-0150	VII	2014			

<i>Corporate Social Responsibility: An Analysis of Voluntary Approach V/s Mandatory Approach in the Wake of The Companies Act 2013</i>	UGC List	Journal of Business Studies	0975-0150	V-VI	2014			
<i>Companies Bill, 2011 as a Wakeup Response for Corporate Misgovernance and Scandal in Indian Corporate Sector</i>	UGC List	GGGI Management Review	2249-4103	3	2013			
<i>Funds Management: A Key to Success for New Private Sector Banks</i>	UGC List	Journal of Business Studies	0975-0150	II	2009			
<i>Link Between Human Resource Development, Growth and Poverty</i>	UGC List	SAARC Journal of Human Resource Development	1816-4366	4	2008			
<i>Neo-Liberalism in Higher Education Recommendations of National Knowledge Commission (NKC)</i>	UGC List	University News	0566-2257	45	2007			
<i>Women in Higher Education and in the Work Force: Need to Bridge the Gender Gap</i>	UGC List	University News	0566-2257	45	2007			
Publications other than journal articles								
Title of Publication	Type of Publication	Publisher	Role in Publication	ISBN Number	Year	URL	Level	
Conference/ workshop Organized								
Awards and Distinctions								

Association with Professional Bodies
<ul style="list-style-type: none">• Life Member of Indian Commerce Association, India.• Life Member of Indian Accounting Association, India.
Other Activities