



Faculty Details Proforma



Title	Prof.	First Name	Shikha	Last Name	Gupta	Photograph
Designation	Professor					
Address	B-25, Geetanjali Enclave, New Delhi-110017					
Date of Birth	24-07-1981					
Phone No Office						
Mobile	+91-9811270998					
Email	shikha.gupta2@sbs.du.ac.in					
Web-Page						
Educational Qualifications						
Degree	Institution				Year	
B.Com (H)	Daulat Ram College, University of Delhi				2001	
M.Com	Delhi School of Economics, University of Delhi				2003	
Ph.D	St. John's College, B.R. Ambedkar University, Agra				2007	
Career Profile						
Professor, Shaheed Bhagat Singh College, University of Delhi New Delhi, India • January 2023						
Associate Professor, Shaheed Bhagat Singh College, University of Delhi New Delhi, India • February 2019						
Assistant Professor, Shaheed Bhagat Singh College, University of Delhi New Delhi, India • July 2010						
Worked as Assistant Professor on Ad-hoc/Temporary basis at SRCC, Hansraj, DDU, Ramjas, Daulat Ram College from July 2003 to July 2010.						
Areas of Interest / Specialization						
Finance, Accounting and Marketing						
Papers Taught						

Cost Accounting, Management Accounting, Marketing Management, Financial Accounting, Financial Management

Research Guidance

PhD scholars		
Under Supervision	Submitted	Awarded
02	00	00
M.Phil Scholars		
Under Supervision	Submitted	Awarded
00	00	00
M.A. Dissertations		
Under Supervision	Awarded	
00	00	

Publications Profile

Books							
Title	ISBN/Publisher/Link	Indexed etc if any	Scopus	Year			
Research Publications							
Article Name	Publication Type (UGC Care/ Scopus/ Web of	Journal Name	ISSN No	Volume	Year	URL	DOI

	science etc)						
Factors Affecting Influencer Marketing Vs Social Media - An Empirical Study	Web of science	Journal of Pharmaceutical Negative Results	2229-7723	14(2)	2023	https://www.pnrjournal.com/index.php/home/article/view/7520	https://doi.org/10.47750/pnr.2023.14.S02.218
Elucidating the moderating role of personality traits in probing the linkage between digital entrepreneurship characteristics and perceived opportunities	Web of science	Journal of Global Entrepreneurship Research	2251-7316	1	2022	https://link.springer.com/article/10.1007/s40497-022-00320-6	https://doi.org/10.1007/s40497-022-00320-6
Present State Of Integrated Reporting Disclosure Practices In Indian Telecom Industry	UGC Care	The Management Accountant Journal	0972-3528	11	2022	file:///C:/Users/Lenovo/Downloads/sandhya_dasegowda,+65-69%20(1).pdf	

Mapping Research Trends on Impulsive Buying: A Synthesis and Bibliometric Analysis of Influencing Factors	Scopus	Journal of Positive School Psychology	2717-7564	6(8)	2022	https://journal.ppw.com/index.php/jpsp/article/view/11190/7222	
Employee Retention & Performance Management in Indian Private Banks	UGC Care	IJFANS International Journal of Food and Nutritional Sciences	2320-7876	11(3)	2022	https://ijfans.org/uploads/paper/6d04b3ac48dcfa39e1985de8b361e138.pdf	
Financial Inclusion in India via Mobile Phone Technology: Opportunities and Challenges	Scopus	Turkish Online Journal of Qualitative Inquiry	1309-6591	12(1)	2021	https://www.tolqi.net/index.php/journal/article/view/9412	
e-CRM: A Potent Strategy for Protecting and Managing Customers in the Age of E-Commerce	UGC listed	Uttaranchal Business Review	2277-1816	7(1)	2017	Print	
India Rising: Seizing The Demographi	UGC listed	Uttaranchal Business	2277-1816	4(1)	2014	Print	

c Dividend		Review					
Publications other than journal articles							
Title of Publication	Type of Publication	Publisher	Role in Publication	ISBN Number	Year	URL	Level
Conference/ workshop Organized							
<ul style="list-style-type: none"> • Member of the Organising Committee of the “6th National Conference on Business and Management (NCBM), 2019: Guiding the Way through 21st Century” organized by the Department of Commerce, Shaheed Bhagat Singh College in February, 2019. • Member of the Organizing Committee of the One Day National Conference on “Technology and Innovations: Changing the face of Business” organized by the Department of Commerce, Shaheed Bhagat Singh College in January, 2020. • Member of the Organising Committee and Session Coordinator of the “International E-Conference on Advances in Business and Management” organized by the Department of Commerce, Shaheed Bhagat Singh College in March, 2021 							
Awards and Distinctions							
Association with Professional Bodies							
Life member Indian Accounting Association							
Other Activities							
<ul style="list-style-type: none"> • Reviewed PhD students’ theses at various Universities • Delivered special lectures as resource person to undergraduate and post-graduate students on topics such as Management Accounting, Cost Accounting, Marketing etc. at different colleges and Universities • Developed E-content module at ILLL • Has convened various committees and societies at the department and college level such as Internal Assesment Committee, Placement Cell, Functions Committee, Eco-Environmrnt Committee, Gold Medals and Scholarshilps Committee etc. 							