




Faculty Details Proforma



Title	Ms	First Name	Chandni	Last Name	Aswal	Photograph
Designation		Assistant Professor				
Address		--				
Date of Birth		--				
Phone No Office		--				
Mobile		--				
Email		chandniaswl@gmail.com, chandni.aswal@sbs.du.ac.in				
Web-Page		--				
Educational Qualifications						
Degree		Institution				Year
Phd		Delhi School of Economics, University of Delhi				2024
M.Phil		Delhi School of Economics, University of Delhi				2017
M.Com		Delhi School of Economics, University of Delhi				2012
B. Com(h)		Shri Ram College of Commerce, Delhi University				2010
Career Profile						
Assistant Professor in Commerce from 3 rd Jan 2013-present.						
Areas of Interest / Specialization						
Marketing, Advertising, Consumer Behaviour, Sustainability,						
Papers Taught						
Advertising and Personal Selling, Marketing Management, Governance, Ethics and Social Responsibility of Business, Business Entrepreneurship and Management and Computer Applications in Business, Corporate accounting, Business Analytics, financial accounting & Tally.						

Research Guidance
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Publications Profile
<ul style="list-style-type: none"> • Paper published titled: Factors affecting green purchase behavior: A systematic literature review, Business Strategy and the environment, 1-15, 1099-0836 published in 2022, ABDC - "A " Category (Scopus Indexed). • Determinant factors of consumers green purchase intention: the mediating role of innovativeness, journal of business studies, VOL- X ISSN No. 0975- 0150. • Green Purchase Intentions, Collectivism and Materialism: An Empirical Investigation, The Delhi University Journal of the Humanities and the Social Sciences, VOL -4 ISSN- 2348-4357. • Analysis of Corporate Social Responsibility of Selected Indian Companies, International Journal of Business and Management Invention, Volume 3 Issue 2 February. 2014, pp.1-4, 2319 – 8028/ISSN (Print): 2319 – 801X. • Reporting on Corporate social responsibility a “social innovation”, South Asian Journal of Marketing & Management Research, Vol.4, Issue 2, (ISSN: 2249-877X). • CSR and its impact on consumer behavior: A literature review, Contemporary issues in Indian corporate sector, ISBN:978-81-907868-0-5, ed:2014. • Practice of Green Marketing in Electronic Industry, RET academy for International journal of multidisciplinary research, VOL.2 Issue 8, ISSN: 2320- 0901. • New Buzz in Marketing: Go Viral, International Journal of Innovative Research and Development, VOL.3 Issue 1, ISSN 2278 – 0211. • Authored chapters of Company law for Graduate students. <p>ORCID id- 0000-0001-7090-226X</p>
Conference/ workshop Organized
<ul style="list-style-type: none"> • Successfully contributed as a member at the National Conference on Marketing in the 21 st Century: Issues and Challenges (5th-6th Feb 2016). • Successfully contributed as a member at the 10th International Conference on Advances in Business and Management on Business Practices in the era of sustainable development goals 2030 and new age technologies (10th-11th November 2022). • Successfully contributed as a member at the “International e-conference on Advances in Business & Management-IECBM-2022” at Shaheed Bhagat Singh College, University of Delhi. • Successfully contributed as a member at the “International e-conference on Advances in

Business & Management-IECBM-2021” at Shaheed Bhagat Singh College, University of Delhi.

- Successfully contributed as a member at the “International e-conference on Advances in Business & Management-IECBM-2023” at Shaheed Bhagat Singh College, University of Delhi.
- Successfully contributed as a member at the “International e-conference on Advances in Business & Management-IECBM-2024” at Shaheed Bhagat Singh College, University of Delhi.

Paper Presentations and Conferences Attended

- Presented paper titled: “An Empirical Study of Consumers Purchase Intentions and Behaviour towards Organic Food in India” presented in the 7th International Conference of Marketing, Strategy and Policy 2023 organised by Newcastle University Business School Newcastle University, 20th June 2023.
- Presented paper titled: “Exploring the Relationship Between Consumer Personality Traits and Green Purchase Intentions: The Influence of Age as a Moderator” presented in the National Conference organised by School of Vocational Studies, Dr. B.R. Ambedkar University Delhi in collaboration with Retailers Association of India, Mumbai, 27th March 2024.
- Presented paper titled: “Innovativeness and Green Purchase Intentions: Moderating Effect of Age” presented in the International Conference organised by Ambedkar Study Circle, Shyam Lal College, University of Delhi, 16th April, 2024.
- Presented paper titled: Consumer Personality and Green Purchase Intentions: Moderating Effect of Consumer Ethical Values presented in the International Conference on Recent Advances in Business Sustainability ICRABS-2022 organised by Department of Management Studies, National Institute of Technology Silchar, November 25 -26, 2022.
- Presented paper titled: Green Purchase Behaviour: Examining the Role of Ethical Values and Personality Traits presented in the International Conference by AMA Winter Academic Conference, 10th February, 2025.
- Presented paper titled “Analysis of information search and evaluation behavior in the context of green products” on 4th Annual International Commerce Convention, of Department of Commerce, Delhi School of Economics, University of Delhi, 2015.
- Presented paper titled “Impact of collectivism and materialism on green purchase intention: an empirical study “ on 5th Annual International Commerce Conference, Delhi School of Economics, University of Delhi, 2016.
- Presented paper titled “A Study of Corporate Social Responsibility Guidelines and Consumer’s Perception towards CSR” on 2nd International Conference on 23rd and 24th September 2016, Lingaya’s Lalita Devi Institute of Management and Sciences.

Awards and Distinctions
<ul style="list-style-type: none"> • Successfully completed the Massive Open Online Course On "Ai-Enhanced Pedagogy For Inclusive Learning Environment in Higher Education” with Grade A offered Under Oe4bw, Unesco Online Mentoring Program from 25th June to 25th August, 2024. • Successfully completed online Short Term Programme on "Business Analytics and Research Methodology" under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) organized by "MM-TTC: Ramanujan College, Delhi" in collaboration with Sri Aurobindo College, University of Delhi from 19 December to 26 December, 2024 and obtained Grade A. • Successfully participated and completed the Professional Development Programme on “Implementation of NEP 2020 for University and College Teachers” organized by Indira Gandhi National Open University from 07-15 October, 2022 and obtained 'A' Grade. • Successfully completed an online two - week Interdisciplinary Refresher Course in “ADVANCED RESEARCH METHODOLOGY” from 22 September – 06 October, 2023 and obtained Grade A.
Association With Professional Bodies
Lifetime member of Indian Commerce Association (ICA)- Membership ID: D579
Other Activities
<ul style="list-style-type: none"> • Worked as a coordinator of Workshop on Financial Literacy Prosperity and Wealth organised by Department of Commerce, Shaheed Bhagat Singh College, University of Delhi in collaboration with Committee for Promotion of Financial Literacy, 22nd June, 2023. • Worked as a member of organising committee in the International G20 Conference on “Resilient Approaches for New World Order & Viksit Bharat” held on September 25, 2023 at Dr. Ambedkar International Centre, New Delhi, India. • Worked as a member in 74th All India Commerce Conference of the Indian Commerce Association on “One Earth. One Family. One Future” Hosted by Department of Commerce, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi in association with Knowledge Partner O. P. Jindal Global University, Sonapat from Dec. 13-15, 2023. • Worked as a member of organising committee at the conference on Sustainable Business Transformation: Driving Innovation & Impact Through Technology held on February 18th-

19th 2025.

- Convenor of Time Table and Workload Committee at Shaheed Bhagat Singh College.
- Convenor of Computerization Committee at Shaheed Bhagat Singh College.
- Co-Convenor of Internal Assessment Committee at Shaheed Bhagat Singh College.
- Convenor of Attendance Committee at Shaheed Bhagat Singh College.
- Convenor of Time Table and Workload Committee at Shaheed Bhagat Singh College.
- Member of Commerce Association Society at Shaheed Bhagat Singh College.
- Treasurer of Department of Commerce at Shaheed Bhagat Singh College.
- Treasurer of Staff Association at Shaheed Bhagat Singh College.
- Member of Social Media Committee at Shaheed Bhagat Singh College.
- Coordinator of Envision - The Photography Society of Shaheed Bhagat Singh College for the session 2023-2024.
- Recorded special lectures on radio under program "MukhVidya Vani" for senior secondary students.
- Developed digital content, recorded live lectures and developed curriculum and study material at secondary and senior secondary level for National Institute of Open Schooling, an autonomous institution of Ministry of HRD, Govt. of India.
- Invited as resource person by DAV Centenary Public School, Delhi and delivered a lecture on 'Marketing Management'.
- Member of the sub-committee "Marketing" during the formulation of Undergraduate Curriculum Framework (UGCF)-2022 based on NEP-2020, Delhi University.
- Invited as external examiner for computer and tally practical in various Colleges.
- Worked as a member of various academics and college committees.
- Worked as convener for conducting various practical exams.
- Participated in ICSSR-sponsored two-day 8th Annual International Commerce Conference - 2023 on "□□□□ @ 2047: Role of Commerce and Business" being organised by the Department of Commerce, Delhi School of Economics, the University of Delhi on January 11 and 12, 2023 at Deen Dayal Upadhyaya College, University of Delhi.
- Participated in One Week Faculty Development Programme on Research Methodology, organized by Research Affairs Committee, Rajdhani College, University of Delhi in Collaboration with Indian Commerce Association (ICA) Delhi - NCR Chapter, from 04th to 10th July, 2022, Rajdhani College, University of Delhi, New Delhi.
- Successfully completed E-Workshop on Qualitative Analysis with Nvivo organized by Commacad from 24-25 April, 2022.
- Attended workshop on "Understanding Plagiarism Detection Software Ouriginal" organized by University of Delhi in Association with eGalactic Pune on 28th Jan 2022.
- Participated in Faculty Development Program on Systematic Literature Review with a hands-on workshop on ATLAS.ti under Research Excellence Series organized on Wednesday 12th October to Friday 14th October 2022 by Amity Business School, Amity University Mumbai.

- Successfully participated in workshop on SmartPLS 4 organised by Numerical Analytics from 7th-11th November,2022.
- Successfully completed FDP on Enhancing Research Skills organised by Kamala Nehru College, University of Delhi from 4th-5th August 2021.
- Successfully completed One Week Faculty Development Programme on “ICT based tools and its applications in teaching learning process” organized by BSVS Educational Learning Centre, Nagpur from 27th May 2020-2nd June 2020.
- Attended National Web Series on Digital Content Creation for social media organized by Bombay Teachers Training College in collaboration with Thadomal Shahani Engineering College from 6th July-11th July,2020.
- Attended National Webinar on “Using SPSS to Understand Research & Data Analysis” organized by Research Advisory Committee, Aditi Mahavidyalaya, University of Delhi in collaboration with ICFAI Business School (IBS) Gurgaon on 24th May 2020.
- Successfully completed One-Week Online Research Methodology Workshop organized by SHoDH Haryana in collaboration with School of Business and Management Studies, Central University of Haryana, Mahendergarh and Indian Council of Social Science Research, New Delhi from 3rd July -9th July,2020.
- Successfully completed FDP on Research Methodology: Tools and Techniques organized by IILM College of Engineering & Technology from 18th May-22nd May,2020.
- Successfully completed Two Day National Open Workshop on “Getting Aligned to the Publishing Process”- Author Workshop organized by Elsevier 25th September,2020.
- Participated and successfully completed Two Weeks Faculty Development Programme sponsored by Ministry of Human Resource Development Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching on topic-Managing Online Classes and Co-Creating Moocs from April 20 -May 06, 2020.
- Attended Workshop on Soft Skill Development in New Age Teaching organized by Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMNTT) Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi on 19th Oct,2019.
- Successfully participated in Workshop on Case Study: An Experiment Approach to Classroom Teaching in Commerce and Management organized by Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMNTT) Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi on 13th-14th Dec,2019.
- Attended FDP on Empowering Educators organized by Northern India Regional Council-Institute of Company Secretaries of India, The Park Hotel,15, Parliament Street, New Delhi on 17th September,2019.
- Attended Faculty Empowerment Workshop for Commerce Teachers organized by Indian Accounting Association in collaboration S.G.T.B. Khalsa College (University of Delhi) from 20th Jan-21st Jan 2017.
- Successfully completed National Faculty Development Programme on Data Handling and

Advance Analytics from 2nd -8th May, 2016 organized by Department of Geography, Shaheed Bhagat Singh College (University of Delhi).

- Attended workshop on Cyber Laws and Crimes organized by Delhi School of Economics, University of Delhi in collaboration with NeGD-Ministry of Electronics and Information Technology on 21st Jan,2017.
- Successfully completed Five Days Workshop on Structural Equation Modelling with SmartPLS 4 organized by EdMaestro Pvt. Ltd., India from April 21 – 26, 2024.
- Successfully completed the Two Weeks Online Training Programme on “NEP 2020 Orientation & Sensitization Programme” from 01st January – 14th January, 2024) under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission(UGC) organised by Mahatma Hansraj Malaviya Mission Teacher Training Centre (MH-MMTTC), Hansraj College, University of Delhi.
- Successfully completed the workshop on Essentials of Research Methodology and Hypothesis Testing organized on 21st April 2024 by EdMaestro Private Limited.
- Successfully completed two weeks Online Refresher Course in Environmental Studies and Eco-centric Development (IDC) obtained grade -A from 27/8/2024-9/9/2024 organised by Centre for Professional Development in Higher Education (CPDHE) UGC - Malaviya Mission Teacher Training Centre (MMTTC).
- Successfully participated in a Three Day Workshop (Offline) on Business Analytics using R organised by the Department of Commerce, Shaheed Bhagat Singh College, Delhi University from 2nd to 4th January, 2025.
- Successfully completed the course titled "Business Analytics with Spreadsheet Modeling & AI" organized by A2Z Edu-ScaleUp , held from 9th to 13th December 2024.
- Attended workshop on Business Analytics organized by Shivaji College, Delhi University from 10th-11th December 2024.
- Successfully completed 4-days hands-on webinar on "Structural equation modeling using SmartPLS" held on 15th - 18th January, 2025 organized by Numerical Analytics Instruments Pvt. Ltd., New Delhi.
- Author of book titled:Export Import Management,2024 published with ISBN 978-93-94336-71-1 by JSR PUBLISHING HOUSE LLP.