



Faculty Details Proforma



Title	Dr.	First Name	Rati	Last Name	Dhillon	Photograph
Designation		Assistant Professor				
Address		Shaheed Bhagat Singh College, Sanatan Mandir Marg, Phase II, Sheikh Sarai, New Delhi, Delhi 110017				
Date of Birth		24-08-1981				
Phone No Office		011-29250306				
Mobile						
Email		ratidhillon@sbs.du.ac.in				
Web-Page						
Educational Qualifications						
Degree		Institution			Year	
PhD		Amity University, Noida Campus, Uttar Pradesh			2022	
M.Phil.		Delhi School of Economic, University of Delhi			2009	
M.Com		S.G.T.B.Khalsa College, University of Delhi			2005	
B. Com Hons		Daulat Ram College, University of Delhi			2002	
Career Profile						
March 2023 till date – Assistant Professor, Department of Commerce, Shaheed Bhagat Singh College, University of Delhi.						
March 2017- March 2023 -Lakshmibai College						
Sept 2005- March 2017 – Bharati College						
Visiting Faculty at Department of Business Economics -Paper titled Accounting for Business in 1st semester of MBA (Business Economics) for the session 2015-16						
Areas of Interest / Specialization						
Marketing Strategies and Consumer Behavior, E-Commerce Strategies and applications, Entrepreneurship, and Innovation (Projects Feasibility), Business and Consumer Protection Laws						

Papers Taught			
E-Commerce (including HTML web designing) Computer Applications in Business, Principles of Marketing, Management Accounting, Business Statistics, Cost Accounting, Business Entrepreneurship and Management, Advertising and Sales Promotion, Business Laws, Company and Compensation Laws, Business Organization And Business Management, Auditing, Business Communication, Human Resource Management ,Banking and Insurance.			
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
Determining the impact of experiential marketing on consumer satisfaction: A case of India's luxury cosmetic industry	Scopus	Innovative Marketing	1814-2427 (print), 1816-6326 (online)	17	2021	https://www.businessperspectives.org/index.php/journals/author/rati-dhillon	http://dx.doi.org/10.21511/im.17(4).2021.06
Experiential marketing strategies used by luxury cosmetics companies	Scopus	Innovative Marketing	1814-2427 (print), 1816-6326 (online)	18	2022	https://www.businessperspectives.org/index.php/journals/author/rati-dhillon	http://dx.doi.org/10.21511/im.18(1).2022.05

Capturing Indian Rural Market Through a Proactive Tool: Reverse Innovation	Scopus	Managing in Recovering Markets	978-81-322-1979-8		2015	https://www.researchgate.net/publication/302164165_Capturing_Indian_Rural_Market_Through_a_Proactive_Tool_Reverse_Innovation	http://dx.doi.org/10.1007/978-81-322-1979-8_13
Publications other than journal articles							
Title of Publication	Type of Publication	Publisher	Role in Publication	ISBN Number	Year	URL	Level
Relationships & Compensation of Advertising Agencies	Chapter in Edited book	NME-ICT (MHRD) Institute of Life Long Learning, University of Delhi	Author or	2349-154X	2013	https://vle.du.ac.in/course/view.php?id=36	any
INTRODUCTION TO AUDITING	Chapter in Edited book	Institute of Life Long Learning, University of Delhi	Author or	2349-154X	2013	https://vle.du.ac.in/course/view.php?id=57	UG
Auditing process and vouching	Chapter in Edited book	Institute of Life Long Learning, University of Delhi	Author or	2349-154X	2013	https://vle.du.ac.in/course/view.php?id=57	UG

VERIFICATION OF ASSETS AND LIABILITIES AND AUDITOR REPORT	Chapter in Edited book	Institute of Life Long Learning, University of Delhi	Author or	2349-154X	2013	https://vle.du.ac.in/course/view.php?id=57	UG
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Conference/ workshop Organized

- Organized Online Energy Conservation Awareness Program (OECAP-2020) from 3rd to 5th June 2020 to spread awareness among young youth regarding the judicious use of energy conservation.
- Organized National Webinar on An Insight into Vedic Mathematics on 2nd September 2020
- Organized Online International workshop titled The Power of Vedic Mathematics: Unlocking Our Ancient Wisdom on Sunday, 10th January 2021.
- Organized **Capacity building workshop** for teaching and nonteaching staff in Vedic Mathematics Nov 2021.
- Organized Two-Day Online Workshop 16-17th October 2020 on "Working with Excel (Advanced Module)", Oct 2020
- Co-coordinator, One week Basic Course in Smartphone Film Making conducted by Film and Television Institute of India (FTII), Pune in association with Lakshmibai College held between 7-13th October, 2019 at Lakshmibai college.

Awards and Distinctions

Association with Professional Bodies

- Life Member of All India Management Institute (AIMA)
- Life member of Indian Commerce Association
- Life member of Delhi Management Association (DMA)

Other Activities

- **Evaluator (Startups//ideas/innovations), Ministry of Education's Innovation Cell, Government of India**
- Recognized as Paul Harris Fellow by Rotary International for significant contribution towards society.

FDP/ Seminars / Refresher Course attended.

- Completed Refresher course with A+ for SEC FDPs for NEP conducted by GAD TLC Khalsa College. FDP 101 (Basic IT tools, Advanced spreadsheet tools and SPSS) and FDP 107(Business Intelligence and Data visualization)
- Swayam ARPIT Online Course Certification Refresher Course In Commerce A grade February 2020. Subject: - Commerce code: - arp19-ap64
- Attended Two Week Online Workshop on Comprehensive e-Learning to e-Training guide for Administrative Work, TLC, Ramanujan College from May 25 - June 05, 2020
- Completed two-week Faculty Development Program on Research Methodology from 1st Oct -15th Oct 2020 and obtained grade A+ organized by Teaching Learning Centre Ramanujan college under the aegis of Ministry of human Resource Development, Pandit Madan Mohan Malviya National Mission on Teachers and Teaching
- Completed SWAYAM ONLINE COURSE (4 credit course) on Academic Writing (offered by Dr. Ajay Semalty, Assistant Professor, Department of Pharmaceutical Sciences, H.N.B. Garhwal University (A Central University), Srinagar Garhwal, Uttarakhand) in the proctored examination held on 09.11.2019 for the session July-October 2019.
- Completed SWAYAM ONLINE COURSE CERTIFICATION (four credit course) on Consumer Buyer Behavior (proctored examination held on 09-11-19) offered by Prin. L. N. Welingkar Institute of Management Development & Research, Mumbai.
- Completed Five-day Faculty Development Workshop (12-hour duration Online mode) on 'Content Management System to Learning Management System' organized by Internal Quality Assurance Cell (IQAC), Lakshmi Bai College, 2020.
- Attended One Week Faculty Development Programme on Advance Research Tools and Techniques at Banarsidas Chandiwala Institute of Professional Studies, 10-15th Decemeber, 2018.
- Attended two-day National Workshop on Research Methods: Scale Development held between October 17-18 2018, at Shri Ram College of Commerce.
- Attended One Week FDP on Advance Research Techniques on Finance, 2015, Bharati College.
- Participated in FDP on Overview of Research Design and Scaling, 2015, by Apeejay School of Management.
- Participated in one-day National Conference on Business Transformation in Contemporary world, 2015 at Bharati College

- Participated in FDP on Formulation of lesson plan and flow to take up research projects organized by IQAC cell of Bharati college,2015.
- Participated in National seminar on Empowering Growth through Corporate Governance and Economic Stability Measures at Sri Guru Gobind College of Commerce, 2012

Committees and College Work

- Covenor, Commerce Students grievance redressal , Shaheed Bhagat Singh College
- Member, Student Union , Shaheed Bhagat Singh College
- Member, Discipline Committee, Shaheed Bhagat Singh College
- Member of Digital Initiatives Committee (including college website updates), Lakshmibai College.
- Member of Academic and Extra Curricular planning and implementation committee (AEPIC), Lakshmibai College.
- Under APEIC took **lead in launching many add-on courses and assisting convenors in executing MOUs. (Vedic Mathematics, Harmonium Course, Story telling, Media courses, Translation Course, Machine Learning)**
- Participated as Resource person for **M. Com Pre-entrance classes at Lakshmibai College.**
- Assisted in implementation of Mentor Mentee program, Lakshmibai College
- **Add On course Coordinator for Vedic Mathematics, Lakshmibai College**
- Assisted in **content development and presentation of College presentation for NAAC peer visit, Lakshmibai College**
- Assisted in Establishing **Bhartiya Bhasha Mandal** in college, under the aegis of AEPIC, Lakshmibai College.

Administrative Works

- Practical coordinator, Dec 2023, B.Com Sem III , Business Statistics, Shaheed Bhagat Singh College.
- Played a vital role in establishment and running of **Daycare center at LBC Parvarish** , tender processing , vendor management , scanning service provider profiles and supervision
- **Nodal officer** – Official handle of LBC twitter account,2020-2022
- **Editor LBC Facebook account 2020-2023.**
- Assisted in developing seamless flow **of Laptop distribution** to needy students for online teaching procedure during covid period.
- Assisted in department admissions 2017-2022, Lakshmibai College.
- Conducted Internal Practical's as internal Examiner for SEC papers , Lakshmibai College.

Others

- **Technical Lead - conducted College Annual Day 2020 entirely online.**

- Took technical lead -**First college to conduct online Webinars and broadcast it live on various platforms.**
- **Conducted weeklong Student Induction Program (SIP) under UGC directive in 2019 SAGE offline as well as took it online in 2020.**
- Prepared **Online Student Induction booklet** for students admitted during covid phase.
- Conducted Vedic Mathematics **national and international Seminars.**
- Developed and Designed college **Addon courses brochure 2020.**
- Organized Youth **Parliament 2018**
- **Single handedly issued more than 2000 E-Certificates (participants) with Unique e-certificate number using AutoCAD and similar software's.**
- Designed College events **posters using Power slides.**
- Started minor research project with LBC students on **Electricity Audit 2019** (uncompleted due to covid)
- Conducted online Energy conservation Awareness Program **OECAP 2020** in which more than 2000 people participated online and issued certificates using Certify'em
- Member Gardening Committee 2016-17 (Bharati College)
- Co-opted Member Sports committee 2015-16 (Bharati College)
- **Recommended for Teaching Excellence Award from Bharati College by the Principal Dr. Pramodini Verma (Bharati College)**
- Content Developer for Bharati College representation at annual event Antardhvani (Bharati College)