



Faculty Details Proforma



Title	Prof.	First Name	Meera	Last Name	Mehta	Photograph
Designation	Professor					
Address	H No-9, Dakshin Marg, DLF PH-2, Gurugram, Haryana					
Date of Birth	29-04-1969					
Phone No Office	NA					
Mobile						
Email	meera.mehta@sbs.du.ac.in					
Web-Page						
Educational Qualifications						
Degree	Institution				Year	
Ph.D	H.NB.Garhwal University				2011	
M.Phil.	Vinayak Mission University				2008	
POST GRADUATE (M.Com)	Garhwal University				1990	
GRADUATE (B.Com)	Garhwal University				1988	
Career Profile						
25+ years of experience in teaching and research.						
Areas of Interest / Specialization						
Banking & Marketing						

Papers Taught				
Banking and Insurance Principles of Marketing Computers in Business Application Business Analytics Entrepreneurship Advertising and Sales Management				
Research Guidance				
PhD scholars				
Under Supervision	Submitted		Awarded	
M.Phil Scholars				
Under Supervision	Submitted		Awarded	
M.A. Dissertations				
Under Supervision		Awarded		
Publications Profile				
Books NA				
Title	ISBN/Publisher/Link	Indexed etc if any	Scopus	Year
Research Publications				

Article Name	Publication Type (UGC Care/ Scopus/ Web of science etc)	Journal Name	ISSN No	Volume	Year	URL	DOI
AI Powered Banking- Are the customer ready?	UGC- Carelist	The Managem ent Accounta nt	ISSN 0972-3528	60	2025		
Love it or hate it, but can you ignore social media? - A bibliometr ic analysis of social media addiction	A category, ABDC	Compute rs in Human Behavior	107831	147	2023	https://www.sciencedirect.com/science/article/pii/S0747563223001826?via%3Dihub	https://doi.org/10.1016/j.chb.2023.107831
Social listening through sentiment analysis of Twitter data: a case study of	ABDC (C)	Socio Economic Challenges	2520-6214		2022	https://armgpublishing.com/journals/sec/volume-3-issue-1/article-7/	10.21272/sec.6(3).39-47.202.

Paytm IPO							
"Is Spirituality seen in a new light post-Covid-19?"	ABDC, C category	Special Issue of European Economic Letters	2323-5233	14(1s)	2024	https://eilet.org.uk/index.php/journal/article/view/1350	https://doi.org/10.52783/eel.v14i1s.1350
Unlocking Religious Tourism in India for Research - a Bibliometric Analysis'	Web of Science	JIMS8M-The Journal of Indian Management & Strategy	ISSN:0973-9335	29(2)	2024		10.5958/0973-9343.2024.00010.7
Deciphering the Course of Cybersecurity in Digital Banking	UGC Care	The Chartered Accountant	ISSN: 0009-188X	72(8)	2024	https://ugccare.unipune.ac.in/Apps1/User/WebA/ViewDetails?JournalId=101001934&flag=Search	
Fintech Driven Finclusion	UGC care	The Management Account	ISSN 0972-3528	57(5)	2022		

n - An Analysis Of Mobile Payments		ant					
Uncovering the Shadows : Exploring Tax Evasion in India	UGC care	The Chartered Accountant	ISSN: 0009-188X	73(5)	2024		
Strengthening Social Audits in India: A Bibliometric Perspective	UGC care	The Management Accountant	ISSN 0972-3528	59(5)	2024		
Pre-merger and post-merger performance analysis of Bank of Baroda- A camel analysis.	Web of Science	JIMS8M The Journal of Indian Management & Strategy	ISSN:0973-9335	27(2)	2022		
Demystifying Non-	UGC-Carelist	The Chartered Accountant	0009-188x	70	2022		

Fungible Tokens		tant					
Indian Banks and Basel II- An Econometric Analysis	Scopus	Indian Journal of Finance	0973-8711	5	2011		
Publications other than journal articles							
Title of Publication	Type of Publication	Publisher	Role in Publication	ISBN Number	Year	URL	Level
Green Marketing -Emerging Phenomenon	Chapter in Edited Book “Contemporary Issues in Marketing”	Global Vision Publishing House(N .Delhi/ India- 2016	Author	978-81-8220-775-2	2016		
Fin-Tech for Fin-Clusion	Chapter in Edited Book “Digital India- Empowering India”	Bharti Publications (N.Delhi/ India)	Author	978-93-86608-80-2	2019		
Payment Bank-A step	Chapter in Edited Book	Bharti Publication	Author	978-93-86608-	2019		

towards digital banking	“Changing Horizons of Indian Business”	ons (N.Delhi/ India)		83-3			
Sentiment Analysis of Social Media - Bibliometric Analysis”	Chapter in Edited Book “ AI- Based Data Analytics: Applications for Business Management”	CRC Press, Taylor Francis Group (UK) (indexed in Scopus Database)	Author	978-1-032-411767	2024		
Conference/ workshop Organized							
<ol style="list-style-type: none"> 1. Presented a Paper “Specialized Banks in India- A game changer” at the 10 th International conference on “Strategies for Promoting Inclusive Growth” organised by Dr. B.R. Ambedkar College, University of Delhi, held on March 17-18th, 2018. 2. Presented a paper titled, “Can Interest-free banking be interesting for India?” at International Academic Conference on Business -2017, Stockholm, Sweden, held from June 4-8 th , 2017. 							

3. Presented a paper “Demonetization: A move towards a cashless Economy” at the National conference “Paradigm Shift in Indian Economy: Demonetization” held at Delhi Technical Campus, GGSIPU, on April 12, 2017
4. Presented a Paper “Payments Bank: Redefining Banking for the Unbanked” at the “International Conference on Research in Business” on April 16, 2017, New Delhi.
5. Presented a Paper “ Role of Private Sector Banks in Financial Inclusion” at the National Conference on “ Innovation and Challenges in Indian Economy” organised by Department of Commerce, Maharaja Agrasen College, University of Delhi, held on 24th April, 2017.
6. Presented a Paper “Basel-III –for a more resilient banking system” at the International Conference on “ A Journey towards Platinum Era- Vision Rainbow Power of India” (ICPVRPI-2017), held at IMT, Faridabad, on 7-8 th April, 2017.
7. Presented a paper “PMJDY: A gateway to financial Inclusion” at “International Conference on Innovative Research in Engineering Science, Management and Humanities” (ICIRESMH-17) on February 19, 2017.
8. Presented a paper "Participation Banks: A road untraveled"" at International conference on "Business Process Re-engineering for Sustainability and Climate Change: Issues & Perspectives" held on February 26, 2017.
9. Presented a paper “Indian Banks: Banking upon BASEL III” at International conference on "Business Process Re-engineering for Sustainability and Climate Change: Issues & Perspectives" held on February 26, 2017.
10. Presented a paper “Demonetization: A move towards a cashless Economy” at National conference "Paradigm Shift in Indian Economy: Demonetization” held on April 12, 2017.

11. Presented a paper "Payments Bank: Redefining Banking for the Unbanked" at "International Conference on Research in Business" to be held on April 16, 2017.
12. Presented a paper on "Islamic Banking- Exploring the unexplored..." at the National Seminar on "Role of Behavioural Finance on Indian Financial Market" March 2016.
13. Presented a paper "Green Marketing- the green way to Corporate Social Responsibility" at the National Seminar on "Changing Business and Economic Environment in India Vision 2020" February 2016.
14. Presented a paper "Basel III- A step towards Global Financial System?" at the "International Conference on Recent Trends in Business, Finance and Economics" October, 2015.
15. Presented a paper on "The Basel Accords- A Quantitative Analysis" at the International Conference on "Managing Change in Business and Economy" Pacific University, Udaipur, India. April-2013.
16. "Green Banking-Banking through the Greens....." paper presented at **the Tenth AIMS International Conference on Management-2013** , Bangalore , India.
17. Presented a paper on "Performance Evaluation of Reverse Mortgage Loans in India" at International conference on "Contemporary Innovative Practices in Management" Pacific University, Udaipur, India. April-2012.
18. Paper entitled "Performance Analysis of Indian Banks" presented at Pinnacle 2012-National Conference on Innovative Paradigms in Contemporary Management, S.B. Jain Institute of Technology, Management & Research in Nagpur, India.
19. "Demistifying Basel III for Indian Banks" paper presented in International Conference on Technology and Business Management (ICTBM-12)-2012, Dubai, UAE.

20.	“Transition of Indian Banks to Basel II and the journey ahead” paper presented at the National seminar on Financial sector reforms, Shaheed Bhagat Singh College, University of Delhi, India. February-2011.
21.	Presented a paper on “Beyond Six sigma, Lean Sigma-Is IEE an answer? at National Conference on Quality Management, Guru Govind Singh Inder Prastha University, Delhi, India, 2010.
22.	“Sensex and its sensitivity in efficient market hypothesis” paper presented at Economic Development Conference-2009 in Beijing, China.
Awards and Distinctions	
<ul style="list-style-type: none"> • Conferred the Best Paper Award for the paper titled, “Can Interest-free banking be interesting for India?” at International Academic Conference on Business -2017, Stockholm, Sweden, held from June 4-8 th , 2017. • Chaired a session “Economics/ Banking” at International Academic Conference on Business -2017, Stockholm, Sweden, held from June 4-8 th , 2017. • Received the most innovative paper award for the paper "Participation Banks: A road untraveled"" at International conference on "Business Process Re-engineering for Sustainability and Climate Change: Issues & Perspectives" held on February 26, 2017. • Conferred the Best Paper Award for the paper “Indian Banks: Banking upon BASEL III” at International conference on "Business Process Re-engineering for Sustainability and Climate Change: Issues & Perspectives" held on February 26, 2017. • Conferred the membership of International Committee for Evaluating and Ranking of Conference (ICEROC), by International Journal and Conference Rank Organization (IJACRAO), Australia, June,2017 	
Association with Professional Bodies	
Other Activities	
<p>Delivered Lectures as Resource Person on the following topics:</p> <ul style="list-style-type: none"> • Understanding Islamic Banking. • Overcoming the Global Financial Crisis-Is ISLAMIC BANKING AN ANSWER? • Attitude Reflects Leadership • Banking with a difference 	

- Change starts from within
- A hundred small steps
- Islamic Banking V/s Micro finance
- Can Interest free Banking work for India?
- ACADEMIC LEADERSHIP- ASC-JMI 18-07-24

Editorial Board

- Reviewer for the World Finance Conference, New York, 2016.
- Member, Editorial Board, ICIESM 16.
- Have been a member of the Editorial Board of the “Journal of Business Studies” since 2008.
- Reviewer for Management Research Review.
- Reviewed the Book “Indian Banking- Technology, Innovation and Key Concern “by Dr. Deepak Tandon, Dr Neelam Tandon, and Dr Kanhaiya Ahuja by Kunal Books Publishers and Distributor-2011.
- Member, Editorial Board “International Journal for Finance and Banking Research”

Other Activities:

- Worked in various capacities in the Conferences organized by the Department of Commerce Shaheed Bhagat Singh College.
- Actively contributed as Convener, Co-convener, Member (over the years) of various committees at the college as well as departmental level.