



## 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.N.B.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

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

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 Management Accountant	ISSN 0972-3528	60	2025		
Love it or hate it, but can you ignore social media? - A bibliometric analysis of social media addiction	A category, ABDC	Computers in Human Behavior	107831	147	2023	<a href="https://www.sciencedirect.com/science/article/abs/pii/S0747563223001826?via%3Dhub">https://www.sciencedirect.com/science/article/abs/pii/S0747563223001826?via%3Dhub</a>	<a href="https://doi.org/10.1016/j.chb.2023.107831">https://doi.org/10.1016/j.chb.2023.107831</a>
Social listening through sentiment analysis of Twitter data: a case study of	ABDC (C)	Socio Economic Challenges	<a href="#"><u>2520-6214</u></a>		2022	<a href="https://armgpublishing.com/journals/sec/volume-3-issue-1/article-7/">https://armgpublishing.com/journals/sec/volume-3-issue-1/article-7/</a>	10.21272 /sec.6(3).39-47.202.

Paytm IPO							
"Is Spirituali ty seen in a new light post- Covid-19?"	ABDC, C category	Special Issue of Europea n Economic Letters	2323- 5233	14(1s)	2024	<a href="https://elet.org.uk/inde x.php/journal/article/view/1350">https://elet.org.uk/inde x.php/journal/article/view/1350</a>	<a href="https://doi.org/10.52783/eel.v14i1s.1350">https://doi.org/10.52783/eel.v14i1s.1350</a>
Unlockin g Religious Tourism in India for Research - a Bibliome tric Analysis'	Web of Science	JMS8M- The Journal of Indian Management & Strategy	ISSN:0 973- 9335	29(2)	2024		<a href="https://doi.org/10.5958/0973-9343.2024.00010.7">10.5958/0973-9343.2024.00010.7</a>
Decipher ing the Course of Cybersec urity in Digital Banking	UGC Care	The Chartere d Account ant	ISSN: 0009- 188X	72(8)	2024	<a href="https://ugccare.unipune.ac.in/Apps1/User/WebViewDetail s?JournallId=101001934&amp;flag=Search">https://ugccare.unipune.ac.in/Apps1/User/WebViewDetail s?JournallId=101001934&amp;flag=Search</a>	
Fintech Driven Finclusio	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:0 973-9335	27(2)	2022		
Demystifying Non-	UGC-Carelist	The CharteredAccount	0009-188x	70	2022		

Fungible Tokens		tant					
Indian Banks and Basel II- An Economic Analysis	Scopus	Indian Journal of Finance	0973-8711	5	2011		
<b>Publications other than journal articles</b>							
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 Publications	Author	978-93-86608-	2019		

<b>towards digital banking</b>	<b>“Changing Horizons of Indian Business”</b>	ons (N.Delhi/ India)		83-3		
<b>Sentime nt Analysis of Social Media - Bibliome tric Analysis ”</b>	Chapter in Edited Book “ <b>AI- Based Data Analytics: Application s for Business Manage nt”</b>	<b>CRC Press, Taylor Fr ancis Group (UK) (indexed in Scopus Databas e)</b>	Author	978-1- 032- 411767	2024	
<b>Conference/ workshop Organized</b>						
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 17-18 <sup>th</sup> , 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 24<sup>th</sup> 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

- **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

**Delivered Lectures as Resource Person** on the following topics:

- 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.