



**DESHBANDHU COLLEGE**  
**(UNIVERSITY OF DELHI)**  
**KALKAJI, NEW DELHI - 110019**  
Faculty Details Proforma for College Website

Title	Ms.	First Name	<b>POONAM</b>	Last Name	<b>SHARMA</b>	
Designation		<b>ASSOCIATE PROFESSOR</b>				
Address		<b>B-1/32, MIG FLATS SECTOR -18 ROHINI, DELHI 110089</b>				
Phone No. Office						
Residence Mobile		<b>011-27854195 9811623317</b>				
Email						
Web-Page						
Educational Qualifications						
Degree		Institution			Year	
Ph.D.						
M.Phil.		<b>DELHI UNIVERSITY</b>			<b>1991</b>	
PG		<b>DELHI UNIVERSITY</b>			<b>1982</b>	
UG		<b>DELHI UNIVERSITY</b>			<b>1980</b>	
Career Profile						
<b>Teaching at Deshbandhu College, University of Delhi since February 1984</b>						
Administrative Assignments						
<ul style="list-style-type: none"> <li>• <b>Teacher In Charge, Department of Commerce (June 2013-June 2015) (3 times earlier)</b></li> <li>• <b>Worked in various committees such as Building Committee, Canteen Committee, Financial Assistance Committee, etc.</b></li> </ul>						
Areas of Interest/Specialization						
<b>Marketing Management , Consumer Behavior, Human Resource Management, Management, Organizational Behavior</b>						
Subjects Taught						
<b>B.Com (H)</b>		<b>General Elective (GE)</b>				
Advertising		Insurance and Risk Management				
Consumer Affairs and Customer Care		Indian Economy				
Business Organization and Management						
Indian Economy: Performance and Policies						
Training and Development						
Advertising and Personal Selling						
Entrepreneurship and Small Business						
Management: Principles and Applications						

<b>Research Guidance</b>
<i>List against each head(If applicable):</i> <ol style="list-style-type: none"> <li>1. <i>Supervision of awarded Doctoral Thesis</i></li> <li>2. <i>Supervision of Doctoral Thesis, under progress</i></li> <li>3. <i>Supervision of awarded M.Phil. dissertations</i></li> <li>4. <i>Supervision of M.Phil. dissertations, under progress</i></li> </ol>
<b>Publications Profile</b>
<i>List against each head(If applicable) (as Illustrated with examples)</i> <ol style="list-style-type: none"> <li>1. <i>Books/Monographs (Authored/Edited)</i></li> <li>2. <i>Research papers published in Refereed/Peer Reviewed Journals</i> <ol style="list-style-type: none"> <li>a) <i>Research papers published in Academic Journals other than Refereed/Peer Reviewed Journals</i></li> <li>b) <i>Research papers published in Refereed/Peer Reviewed Conferences</i></li> <li>c) <i>Research papers Published in Conferences/Seminar other than Refereed/Peer Reviewed Conferences</i></li> </ol> </li> <li>3. <i>Other publications (Edited works, Book reviews,Festschrift volumes, etc.)</i></li> </ol>
<b>Conference Organization/Presentations</b>
<i>List against each head(If applicable)</i> <ol style="list-style-type: none"> <li>1. <i>Organization of a Conference</i></li> <li>2. <i>Participation as Paper/Poster Presenter</i></li> </ol>
<b>Association With Professional Bodies</b>
<ul style="list-style-type: none"> <li>• <i>Editing</i></li> <li>• <i>Reviewing</i></li> <li>• <i>Advisory</i></li> <li>• <i>Committees and Boards</i></li> <li>• <i>Memberships</i></li> <li>• <i>Office Bearer</i></li> </ul>
<b>Other Activities</b>
<ul style="list-style-type: none"> <li>• <b>As Faculty Advisor HYPE : The Marketing Society of Deshbandhu College, guided students to organize ‘A workshop on entrepreneurship in partnership with Enactus Deshbandhu’. The other very successful event organized by HYPE was an Internship Fair on 3<sup>rd</sup> April 2017, done in partnership with Placement Cell, Deshbandhu College.</b></li> <li>• <b>Organized “Minerva-15”-an annual Inter –college Commerce Fest on March 12-13, 2015 as Convener of the Commerce Society.</b></li> <li>• <b>Organized “Minerva-14”-the maiden Inter –college Commerce Fest on March 6, 2014 as Convener of the Commerce Society.</b></li> <li>• <b>Participated in Faculty Development programmes-attended Syllabus meeting, Meeting related to Determining reading list, Workshop for B.Com(H) Course, Workshop on Foundation Course-Business Entrepreneurship and Management(FYUP).</b></li> </ul>

Signature of Faculty Member