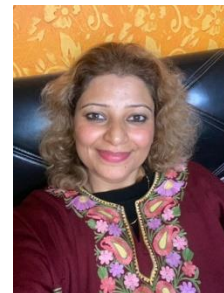


Dr. RINKEY PRIYA BALI**Assistant Professor**

Department of Commerce and Management

GGDSD COLLEGE Chandigarh

India -160030

rinky.bali@ggdsd.ac.in**DOB: 18th December 1980****Educational Qualifications****M.Phil.** Himachal Pradesh University(2007)**MCom** – Panjab University Chandigarh, India (2003)**BCom** – Panjab University, Chandigarh, India (2001)**Teaching/Research Experience**

- 09 August 2005- till date

Associate Professor in Department of Commerce and Management, GGDSD College, Chandigarh
Teaching subjects of Commerce and Management

Areas of Interest**Publications****(Journal/Book Chapters)****Journal Publications:**

Customer Expectations and Perceptions of Service Quality and the Resultant Financial Implications in Select Banks in India, Sept-Oct, 2016 Volume 4, Issue 26, Scholarly Research Journal for Interdisciplinary Studies, UGC List No. 49366

Corporate Social Responsibility: A Study of Stakeholders' Perception, Volume 6, No 2 (April-June, 2017), pp 3471-3478, International Journal of Trade and Global Business Perspectives UGC List No. 48547

Corporate Social Responsibility & Financial Performance, Volume VIII, No. 6, December 2017, Edu World, UGC List No. 62981

Refresher**Courses/Workshops/
Training Programmes**

- Attended National Level Seminar on “Education Reforms: Challenges & Strategies” organized by GGDSD College, Chandigarh on 09.02.2013
- National Seminar on the ‘Business Growth and Corporate Sustainability’ on January 17, 2014
- Prof Subhash Sharma Memorial lecture on ‘Ethics in Governance’ on August 31, 2013 organised by PG Department of Commerce and Management, GGDSD college in collaboration with Punjab Commerce and Management Association , GNDU
- Interactive Session on “Potential of Capital Markets – Investor Awareness Programme” 22 November, 2013
- One week Faculty Development Programme organized by GGDSD College from May 17, 2014 to May 23, 2014
- XXII Academic Conference of AIFUCTO, 14-16 November 2014 (also part of Cultural Committee)
- RUSA sponsored Workshop and Training Programme on “Automation System in Education Sector” organized by GGDSD College, Sector – 32 C, Chandigarh, 18.02.2016 to 20.02.2016
- Guest Lecture on “ Goods and Services Tax” 8 February, 2016
- Attended TEDX organized by GGDSD College, 22 August, 2015

- UGC sponsored Refresher Course in “Emerging Issues in Information Technology (Interdisciplinary) Equivalent to RC in Commerce from 22.11.2016 to 12.12.2016 organized by the Department of Computer Science & Applications, Panjab University, Chandigarh

Administrative Experience

- Member, Refreshment Committee PANACHE
- Member, Organizing Committee for Fresher & Farewell for students
- Member, Refreshment Committee, Prize Distribution Function, Prarthna sabha, Convocation, Alumni Meet, Virasat
- Member, Students’ Election Committee
- Project Supervision for BBA students
- Admission In-charge, BBA III year since 2012
- Coordinator of Vocational Course (Cosmetology), 2012-2017
- Roll Number distribution Committee, 2012 - 2017

RINKEY PRIYA BALI