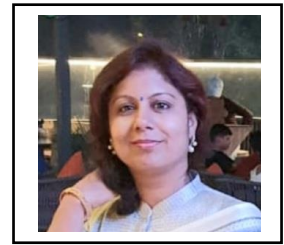


DR. MEENU GUPTA
Assistant Professor
Department of Commerce
GGSDCOLLEGE Chandigarh
India -160030
meenu.gupta@ggdsd.ac.in
DOB: 28th November, 1981



Educational Qualifications

Ph.D.in Finance

University Business School, Panjab University, Chandigarh, India

(2010) PhD Thesis: *ECONOMIC VALUE ADDED VIS-A-VIS TRADITIONAL PERFORMANCE MEASURES-A STUDY OF INDIAN BANKS*

Ph.D.Supervisor:

(Prof.) Dr. A.K. Vashisht, University Business School, Panjab University, Chd

(Prof.) Dr. Meena Sharma, University Business School, Panjab University, Chd

Qualified U. G. C. (J. R. F.) twice in Commerce in June 2004 & Dec, 2004.

Master of Commerce (2004)- Department of Commerce, Goswami Ganesh Dutta Sanatan Dharma college, Chandigarh, Affiliated to Panjab University, Chandigarh, got 2nd Rank in University

Qualified Company Secretary(C.S.) Intermediate examination held in the month of December, 2003

Bachelor of Commerce (2002) - Department of Commerce, Goswami Ganesh Dutta Sanatan Dharma college, Chandigarh, Affiliated to Panjab University, Chandigarh.

Teaching/Research Experience

- 01 August 2006- till date
Associate Professor in Department of Commerce and Management, GGSD College, Chandigarh
Teaching at Post-Graduate and Graduate level
- August 2005 to June 2006
UGC-Junior Research Fellow in University Business School, Panjab University and taught M.Com Classes.
- July 2004–March 2005
(Guest)Assistant Professor in Department of Commerce, GGSD College, Chandigarh, Taught at Post-graduate level and Graduate Level
- Visiting Faculty, PML, SD Business School, Sec 32 Chd, 2022-23

Areas of Interest

- Banking and Finance
- Journal Publications:

Publications
(Journal/Book Chapters)

- Paper published on Balance scorecard: measures that drive

bank performance in International Journal of Research and Analytical reviews(IJAR) , E- ISSN: 2348-1269, P-ISSN: 2349-5138, Vol. 9, Issue 1, Feb-2022, Date of publication: 11, Feb-2023

- Paper published on Demonitization: Move towards Cash less Economy in The Finance India, ISSN: 0970-3772, Vol. XXXIII, No. 3, September 2019, pp 639-654.
- Paper published on “Digital Revolution in Indian Banking Region” at EDU World- Referred Journal ,ISSN : 2319-7129, Vol IX, No 1, Jan 2018
- Paper published on A Study of Profitability Analysis of Banking Industry In Post Reform Era In Amity Business Review, ISSN:0972-2343 ,Vol 16, no. 2, July –Dec 2015, pp. 54-61
- Paper published on Economic Value Added vis-à-vis Other Performance Measures-Application to Banks in The Finance India, ISSN: 0970-3772, Vol. XXVIII, No. 4, December 2014, pp 1229-1240.
- Paper published on Economic Value Added as performance measurement tool in International Journal of Business Management and Research, ISSN: 2249-2143, Vol. II, No. 1, Jan-June 2012, pp 64-75.

Book Chapters/Paper Published in Conference Proceedings:

- Paper published on Corporate Social Audit and Corporate Social Responsibility :A case Study of SAIL in Seminar on Socio Economic Impact of Green Economy and Sustainable Development, ISBN: 978-81-931275-1-3, February,2015.pp 155-160
- Paper published on Impact of Non-Performing assets on the Performance of Indian Public Sector Banks in Journal of Emerging Horizons in Business Management, Guru Jambheshwar University of Science and Technology, Hissar, ISBN: 978-93-84224-22-6, January 2015, pp 445-452.
- Paper published on Impact of Globalization on Business and Management Education in National Seminar on Globalization : Socio-Cultural & Economic Concerns in North-West India in D.A.V, College, Chandigarh, ISBN: 978-93-5125-059-3, October, 2013, pp 83-89.
- Paper published on Impact of Corporate Governance Practices on performance of Public Sector Banks in Journal of Business Management, Guru Jambheshwar University of Science and

Technology, Hissar, ISBN: 978-93-81505-72-4, March 2014, pp 3-13.

- Paper published on Evaluating Performance through Wealth Maximization: Evidence from Private Sector banks in Journal of HSB Research Review. Guru Jambheshwar University of Science and Technology, Hissar, ISBN: 978-93-81505-54-0, Feb 2013, pp 555-567.

**Seminars/
Conferences/Symposiums
(Paper Presented)**

- Paper presented on GOOD GOVERNANCE BUSINESS ETHICS AND SME STOCK EXCHANGE, in National Seminar at GGSDS college, Chd on August, 2011.
- Paper presented on E-COMMERCE FOR DEVELOPMENT: CHALLENGES AND OPPORTUNITIES, in National Seminar at Government College for girls, Panchkula, on 14 March 2012.
- Paper presented on REFORMING HIGHER EDUCATION IN INDIA FOR FUTURE DEVELOPMENT, in National Seminar at GGSDS college, Chd on 9 Feb, 2013
- Paper presented on CORPORATE SOCIAL RESPONSIBILITY AND BUSINESS PERFORMANCE, in National Seminar at GGSDS College, Chd on 17, Jan, 2014.
- Paper presented in E-Retailing- Strategies for Growth in National Seminar on E-Retailing : Growth and Prospects in India , in Post Graduate Govt. College, Sector 46, Chandigarh on 21st February, 2015.
- Paper presented in Strategic Management: Delivering Business Goals in International Conference on Camel V/s Balance Scorecard: Tool for Bank's Performance Measurement organised by University Business School, Panjab University, Chandigarh on 21st December, 2017.
- Paper presented in Goods and Services Tax in National Seminar on Impact of GST on Indian Economy : An overview , in GGSDS college, Sec 32, Chandigarh on 20th January, 2018.
- Paper presented in International Webinar on 'Contemporary Issues in Business Mgt and Informational technology' by Amity University, Patna, Paper title- "Covid-19 Outbreak: Impact on Mutual Funds" on 23 June, 2020.
- Paper presented on "Impact of COVID-19 on E-commerce Industry- A Study of Amazon" in International Conference on "Strategies for Sustainable Practices: During and Post Covid" by Jagannath University, Jaipur on 1st Oct, 2020.

- Paper Presented on “Growth of E-commerce and its market Trends” in National E-conference on Advances in Business MGT , technology(NCABMT-2021), Organised by Deptt of Management Sciences, MGCU - Mahatma Gandhi Central Univeristy on 25 June, 2021
- Paper presented on STRATEGIES FOR SUSTAINABLE DEVELOPMENT: THE CHALLENGES AHEAD , in ICSSR sponsored International seminar held on 27th February, 2024 at GGSDS college, Chandigarh
- Paper presented on E-GOVERNANCE: MOVING TOWARDS DIGITALIZATION, in ICSSR sponsored Interdisciplinary National seminar held on 15th March, 2024 at Dev Samaj College For Women, sec 45, Chandigarh.
- Paper presented on Business Innovation and Sustainability: A paradigm Shift, in ICSSR sponsored National seminar held on 22nd March, 2024 at Post Graduate Govt College, sector 46, Chandigarh.

Refresher
Courses/Workshops/Training
Programmes

- Attended one Refresher course in Information Technology (interdisciplinary) at ASC, Panjab University, Chandigarh from 30-11-2011 to 20-12-2011.
- Attended one Refresher course in Commerce, Management and Economics organised by University Business School under the auspices of the UGC Academic Staff College, Panjab University, Chandigarh from 27.11.2014 to 17.12.2014.
- Participated in workshop in Role of E-Resources in Scientific Research at GGSDS College, sector 32, Chd on 20-21 Feb, 2013.
- Attended Faculty Development Program jointly organised by University of Fraser Valley & GGSDS College at GGSDS college campus, Chandigarh from 29 April to 3 May, 2013.
- Attended Faculty Development Program organised by GGSDS College at college campus, Chandigarh from 17 May, 2014 to 23 May, 2014.
- Attended workshop as resource person held at National Institute of Technical Teachers’ Training and Research on 29.05.2014 for revising the contents of 1st and 2nd semester of diploma programme in Modern Office

Practice for the state of Punjab.

- Attended Workshop and Training Programme on Automation System in Education Sector sponsored by Rashtriya Uchchar Shiksha Abhiyan (RUSA), Director Higher Education, Chandigarh Administration, organised by GGSD College at college campus, Chandigarh from 18 February to 20 February, 2016. The session is on Use of E-resource contents - ERP Solution
- Attended Workshop and Training Programme on Automation System in Education Sector sponsored by Rashtriya Uchchar Shiksha Abhiyan (RUSA), Director Higher Education, Chandigarh Administration, organised by GGSD College at college campus, Chandigarh from 18 February to 20 February, 2016. The session is on Learning Exchange System- Teaching Methodology.
- Attended International Faculty Development Programme organised by GGSD college, Sec 32 , Chandigarh for one week from December 11, 2017 to December 17, 2017.
- Attended Short Term Course/Faculty Development Program on “Strategies for Enchancing GER” organized by the UGC-HRDC, Panjab University, Chandigarh from 17-12-2019 to 23-12-2019.
- Attended online One week FDP on “Qualitative technique with Software Applications” by Sri Aurobindo College of Commerce and Management , Ludhiana from 22 to 28 February, 2021
- Attended 5 days online workshop on Statistical Techniques and Data Analysis using SPSS and Reference Management, Language correction and publishing in quality reference management journals from 7th to 9th October and 29th to 30th October, 2021 conducted by PG Department of Economics, GGSD college, Chandigarh.
- Attended one-week FDP on Subject-Specific Benchmarking of Learning Outcomes: Outcomes-Based Education from 26th October, 2023 to 01st November, 2023 at Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh, jointly organized by GGSD college and GAD-TLC of MIC

Books Published

- Corporate Finance and Policy for M.com, 2nd Semester, Himachal Pradesh University, 2023. ISBN: 978-93-5540-344-5.
- Human Resource Management for B.com 3 year, Himachal Pradesh University, First Edition 2021. ISBN: 978-93-90522-48-4.
- Advertising and Brand Management for BBA 6th Sem, Punjab University Kalyani Publications, First Edition 2017. ISBN 978-93-272-7236-9.
- Compensation Management for B.Com (Hons.)-V Semester ISBN-978-93-272-6576-7, Kalyani Publishers, First Edition 2016
- Consumer Behaviour and Promotional Management for MBA, PTU, ISBN 978-81-272-4915-7. Kalyani Publications, Third revised edition 2009, First Edition 2007

Administrative Experience

- Convenor of ASHRA Club
- Co-ordinator of National Innovation and Start up policy (NISP) w.e.f August, 2022 in Institution Innovation Council(IIC)
- Innovation Ambassador, IIC, GGSDS college, Chd
- Appointed as Bursar From 01.11.2023 to 31.10.2025
- Member, Post Graduate Board of studies in Business Management and Commerce from 01.04.2023 to 31.03.2025
- Member, Under Graduate Board of studies in Business Management and Commerce from 01.04. 2019 to 31. 03. 2021
- Co-ordinator of M.Com(MEFB) from February,2020 to June, 2022
- Teacher Coordinator of Bi-monthly report (Commerce)
- Appointed as Sub-Registrar from 1.06.2017 to 31.05.2019
- Admission Incharge of M.com, M.EFB and B.com First Semester
- Member of Organizing commiitee in Annual Prize Distribution, Amuni Meet, Panache-management fest, Convocation, Aghaaz and Virasat

- Act as Centre Superintendent and Deputy Superintendent (Chd-32) conducted at Panjab University Exams , Chandigarh
- Act as a Paper setter and Examiner in the subject of Commerce for various under graduate and post graduate classes

Dr. Meenu Gupta