



Faculty Details



Title	Prof. (Dr.)	First Name	Poonam	Last Name	Mittal				
Designation		Professor , Department of Commerce							
Address		Dr. Bhim Rao Ambedkar College University of Delhi, Delhi							
Phone No Office		9811077565							
Email/		mittalpoonam7@gmail.com							
Web-Page									
Educational Qualifications									
Degree		Institution			Year				
Ph.D in Economics		Department of Economics, Jamia Millia Islamia University, Delhi			2005				
Qualified National Eligibility Test (UGC)		UGC			1993				
M.A. Economics		Jamia Millia Islamia University, Delhi			1992				
B.A. Economics (Hons.)		University of Delhi, Delhi			1990				
Career Profile									
30 years as on February 2025 in teaching subjects including Micro Economics, Macro Economics, Human Resource Management, International Business and Business Maths and Statistics, Business Economics									

Administrative Assignments
<ul style="list-style-type: none"> • Teacher-Incharge of Department of Commerce (1996-97 and 2019-20). • Actively involved in the administration of the college as Teachers' Representative in the Governing Body. • Convenor Canteen Committee • Co -Convenor and member of Criterion II of NAAC (2019) • Member in Various Committees formulated by the Staff Council of College (Workload, Placement, Central Admission committee, Verification committee, Library committee, Grievance, Students Advisory Committee, Students Council Committee and Students Discipline committee, NAAC
Areas of Interest / Specialization
Micro and Macro Economics, Business Economics, Business Statistics, Sustainability
Subjects Taught
Micro and Macro Economics, Business Economics, Business Statistics ,Sustainability, International Business, Human Resource Management
Subjects Taught
Same as Above
Publications Profile
<p>Book</p> <ul style="list-style-type: none"> • Competition, Privatisation and Reforms: The Indian Telecom Industry,(with Prof. Shahid Ashraf) Academic Excellence Publishers and Distributors , New Delhi,2006 <p>Chapter</p> <ul style="list-style-type: none"> . Financial Planning and Budgeting. SEC- Commerce, Finance for Everyone, Department of Commerce. ISBN: 978-93-95774-66-6. Printed by School of Open Learning, University of Delhi <p>Articles</p> <ul style="list-style-type: none"> • A Bibliometric Analysis on Smart Mobility in Urban Areas: A Metro Urban Transit. The Indian Journal Of Commerce. Print ISSN : 0019-512X Online: ISSN: 2454- 6801. Vol. 77 No. 1, January – March, 2024 • Growth of Sustainable (Green) Finance in Banking Sector of India : Case Study of Axis Bank and SBI. Tuijin Jishu / Journal of Propulsion Technology. ISSN 1001- 4055. Vol.44 No.2 (2023).

- Air Pollution as an Environmental Cost For Green GDP of India, IJFANS International Journal of food and Nutritional Sciences. ISSN Print 2319-1775, Online 2320 -7876, Vol. Volume 11, Issue 8, December 2022.
- . Environmental , Social and Governance Practices of a Construction Company: A Case Study of Godrej Properties Ltd.,Sanchar Sarokar, July- September 2022, ISSN : 2583- 1453. Vol. 2, Issue 6
- . Product Innovation of the Top Three Indian Cosmetic Industries, International Research Journal of Commerce, Arts and science, June 2022 Volume 13 Issue 6, ISSN NO.2319- 9202
- . A Fall of MTNL in Post Reform Period,International Journal of Educational, Research and Development. June 2022 Volume 4 Issue 2. ISSN NO.2664-7095
- . Artificial Intelligence Integration In Online Shopping, International Journal of Academic Research and Development, Volume 7, Issue 3, May 2022, ISSN NO. 2455-4197
- . Education in an Epidemic: The Disparate impacts on Preschoolers (3-7 Age), International E Research Journal. Issue 294 B - Multidisciplinary Issue, May 2022, ISSN NO.2348-7143
- . Blockchain and its awareness: A Case Study of Slik Safe,(with Trishla Mittal) Asian Journal of Multi Dimensional Research, May 2022 Volume 11 Issue 5 ISSN NO..2278- 4853
- . An Analysis of Customer behaviour in Traditional Vs. Online Shopping, International Journal of Research and Analytical Reviews, May 2022 Volume 9 Issue 2, ISSN NO.2348-1269
- . Biodegradation: A Case Study of Composting in my Apartment, International Research Journal of Management Sociology & Humanity, April 2022 Volume 13 Issue 4 ,ISSN NO.2277-9809
- . NBFC: Analysis of Cholamandalam and Bajaj Finance LTD., (with Dr. Mamta)International Research Journal of Management Science and Technology, February 2022 Volume 13 Issue 2, ISSN NO.2250-1959
- . Sustainable Supply Chain Management: Evolution, Directions and Digitalization, (with Dr. Mamta) Journal of Emerging Technologies and Innovative Research (JETIR). Volume 9, Issue 1, January 2022, ISSN NO. 2349-5162
- . Usage Of Social Media & Its Effect On Personality & Self Esteem In Young Adults, (with Dr. Mamta and Swati) International Journal of Pure and Applied Management Sciences. Volume 2, Issue 1,June 2021,ISSN NO.2456-4516
- . The Effects Of Binge Watching On The Behaviour Of Xennials, International Journal of Pure and Applied Management Sciences. Volume 1, Issue 1, March 2021,ISSN NO.2456-4516
- . A Comparative Study Of The Human Development Index of India And Sri Lanka, A Multidisciplinary International Peer Review/Refereed Journal. Volume 09, December 2020,ISSN NO. 2319-5282

. Pricing Of Services To Consumers And The Need For Competitive Market: A Case Study Of India's Telecom Sector, (with Prof. Shahid Ashraf) The Indian Journal Of Public Administration. Volume 52, January-March 2006, ISSN NO. 0019-5561

Conference / Presentations /Workshops

- Sustainable Tax Savings for Eco Friendly Tax Payers in the Urban Capital : A Multiple Method Analysis Approach in the 10th Annual International Commerce Conference held on January 6-7 , 2025
- A Bibliometric analysis on Smart Mobility in Urban Areas : A Metro Urban Transit in the 74th All India Commerce Conference of the ICA on One Earth, One Family, One Future. & International Conference hosted by Department of Commerce, University of Delhi. 13-15 December 2023
- • Growth of Sustainable (Green) Finance in Banking Sector of India : Case Study of Axis Bank and SBI. International conference on Sustainable development in Commerce, Managemenr, & Technology jointly organised by Research Affairs committee, Rajdhani college, University of Delhi, ICA Delhi-NCR Chapter, & Pinaki Technno , India. 26-27th Feb. 2023.
- • Air Pollution as an Environmental Cost for Green GDP of India, World Environment Summit 2022, Environment and Social Development Association, Delhi & Dr. B. R. Ambedkar College, University of Delhi., 15-16th October 2022
- Environmental, Social and Governance Practices of a Construction Company: A Case Study of Godrej Properties Ltd., Department of Commerce, Dyal Singh College, Faculty of Commerce & Business, Delhi School of Economics, 9th September, 2022
- Blockchain and its Awareness : A case study on Slik Safe, XXIV Annual International Seminar on Institutions, Governance and Justice, International (within country) by ICA, Delhi NCR Chapter , 4-5th June 2022
- Education in an Epidemic: The Disparate Impacts on PreSchoolers (3-7 Age), Research Methodology in Sanskrit Language and Literature, Commerce & Management & Engineering in Higher Education System in India. International (within country), by Bundelkhand College and University, 29th May 2022
- A Study of Top Three Indian Cosmetic Industries, Multidisciplinary Research and innovation in Finance, Business Economics Education, Social Science. International (within country) by INSPIRA Research Association, 28-29th May 2022

- Artificial Intelligence Integration in Online Shopping, Disruptive Innovation and Digital Transformation in Business and Management, International (with in country), by Zakir Hussain College , University of Delhi,& G.J.Bajaj Institute, 5-6th May 2022
- Impact of Covid 19 on Indian Economy, Dr. B. R. Ambedkar College, University of Delhi, 20th April 2020.

Organisation of Seminars

- . Member of organizing committee of Annual Day of BRAC in 2025
- . **Member of Organising Committee 5th world Environment Summit 2024 in association with Hansraj College, DU ,Maldives, Bangladesh, Nepal**
- . Member of organizing committee of Annual Day of BRAC in 2024
- . Member of Organising Committee of one day workshop on Review of Literature in Research- A Systematic LIterature Review Approach, Dr B.R. Ambedkar College, University of Delhi. 2nd August, 2022
- . Organised One day Online Interactive Seminar on Impact of Covid 19 on Indian Economy, Dr B.R. Ambedkar College , University of Delhi, 20th April 2020
- . Organised one day Seminar on Economic Slowdown (Reasons and Corrective Measures), Dr B.R. Ambedkar College , University of Delhi, , 18th September 2019

Participation in Workshops/ Seminars

- . **NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme of UGC, Organised by MM-TTC: Ramanujan College, Delhi in collaboration with Dr. Bhim Rao Ambedkar College, Delhi ,from 13 November 2024-22 November 2024.**
- . **National Workshop on Health Benefits of Millets held on 19th February, 2024 organised by BRAC, D.U.**
- . **Workshop on how to improve article acceptance rate and publish quicker on December 4 , 2023- 74th AICC**
- . **One Day Sensitisation Workshop on Transgender Act, 2019 and Transgender Rules, 2020 Organised by NISD, MOSJE, GOI, Deparment of Adult, continuing Education and Extension 5 BRAC, D.U. on 29th November, 2022**
- . **Work shop on Mind ki Care during Sucose Prevention Week held on 14th September 2022, organized by Councelling Committee, Dr. B.R.A.C., D.U.**

. Workshop on Review of Literature in Research- A Systematic Literature Review Approach, Dr B.R. Ambedkar College, University of Delhi, 2nd August 2022

. National Seminar on Social Work Profession in India @2030 organised under 3rd National Social Work Week, Dr B.R. Ambedkar College, University of Delhi, 17th August. 2022

- “How to find quality content using Science Direct”, organised by GGSIPU, 3rd June 2022
- Webinar on NEP 2020 and Commerce Education, Indian Commerce Association Delhi- NCR Chapter, 7th September 2021
- Workshop on Documenting AQAR 2019-20, Dr B.R. Ambedkar College, University of Delhi, 15th June 2021
- Workshop on Plagiarism in Research, Dr B.R. Ambedkar College, University of Delhi 24th January 2019
- Workshop on Language, Knowledge and Empowerment, Dr B.R. Ambedkar College, University of Delhi, 17th January 2019
- One day Seminar on Global Business & Digital Economy, Dr B.R. Ambedkar College, University of Delhi , 9th October 2018
- National Seminar on : Implications of Globalization on Indian Economy, Department of Economics, JMI, Delhi, 1st March 2001.

Faculty Development Programmes / Training:

- 5 days online Short Term Programme on Financial Literacy organized by Department of Commerce, D.U. with ILLL, D.U. and AMFI from January 30, 2023 to February 3, 2023
- Short term course on MOOC, E - Content and Open Educational Resources organised by CPDHE, University of Delhi, 2-8th September 2022
- FDP on Research Methodology: Art of writing Research Paper & Thesis, organised by Inspira Research Association, 11-17th July 2021
- Three days Training Program on Online Teaching Learning For College Teachers And Students, Dr B.R. Ambedkar College, University of Delhi, 7-9th August 2020

- FDP on Teaching with Case Studies, Department of Commerce, SLC, University of College, 21-23rd November 2016
- **Additional Academic Works:**
 - Content Writer for UG students (SOL) of Commerce and Economics, University of Delhi, 2022.
 - Worked as member of Curriculum Committee of Economics papers and International Business of Department of Commerce, University of Delhi.
 - Worked as Head Examiner and Question Paper Setter for Students of Bcom Hons. , Bcom and SOL, University of Delhi.

Research Projects (Major Grants/Research Collaboration)

Awards and Distinctions

Association With Professional Bodies

Membership of Academic Bodies

- Life Membership of Indian Commerce Association, Delhi - NCR Chapter, UP-989.

Other Activities

- Certified as Viksit Bharat Ambassador
- Member of Organising Committee of National Consultation on the Bhartiya Model of Community Development
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Signature of Faculty Member

- You are also requested to also give your complete resume as a DOC and PDF file to be attached as a link on your faculty page.