

Aakriti Chaudhry

Designation: Assistant Professor

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PROFESSIONAL EXPERIENCE

Teaching Experience in years	Courses Taught	Subjects Taught
2.8 years	B.Com (Hons.)	Business Law, Fundamentals of Computer
	B.Com(Prog.)	Financial Accounting, Business Law, Financial Management, Corporate Accounts, Computer Application in Business, , Business Environment
	B.A.(Prog.)	Entrepreneurship and Small Business

EDUCATION

NET with JRF(December 2011)

Qualification	Institute/Organization	Board/University	Year	Percentage
M.com	Shri Ram College of Commerce	University of Delhi	2012	79.7
B.com(Hons)	Gargi College	University of Delhi	2009	67.35
XII	Springdales School	CBSE	2006	89.2
X	Springdales School	CBSE	2004	79.2

ADDITIONAL QUALIFICATIONS

- FDP on Tally organized by DDU college, University of Delhi (6th Sept, 2015)
- Workshop on Business Research methods at FMS, University of Delhi
- Workshop on revised schedule VI to the company's act 1956 at Ramanujan College, University of Delhi
- Attended a workshop on "financial and statistical analysis using Excel" at SRCC, University of Delhi.

ACADEMIC AWARDS/ACHIEVEMENTS

- Awarded Jai Narayan Vaish Medal for securing first position in M.com in SRCC.

- Awarded merit certificate for securing second position in the annual examination of M.com(F) in the year 2012 in SRCC.
- Awarded merit certificate for securing first position in the annual examination of M.com(P) in the year 2011 in SRCC.
- Awarded merit certificate for academic excellence in the year 2004-2005

POSITIONS OF RESPONSIBILITY

- Serving as the co-convener of the Marketing Society of Gargi College since February, 2014.
- Serving as teacher coordinator Gargi College Placement cell since August 2013.

PUBLICATIONS

1. **Title:** "Adoption of Social Media for Public Relations"
Journal: "The International Journal for Business and Management", Volume II, Issue 6, June 2014
ISSN NO: 2321-8916
2. **Title:** "Analysing the role Online Social Networking sites play in Consumer Decision Making Process"
Journal: "The International Journal for Business and Management", Volume II, Issue 6, June 2014,
ISSN NO: 2321-8916
3. **Title:** "Appraisal of India's Luxury Market"
Journal: "International Journal of Research in commerce, economics and management", August, 2014,
volume 4, Issue No 8
ISSN NO: 2321-4245
4. **Title:** "An in-depth analysis of the benefits derived by businesses through Social media marketing"
Journal: Journal for Business and Management, May 2014, Volume II, Issue 5
ISSN NO: 2321-8916
5. **Title:** "Appraisal of Social Media as a Strategic Management tool"
Journal: "International Journal of Research in Commerce, Economics and Management", Volume
4(2014), Issue No 2(Feb)
ISSN NO: 2321-4245