




Faculty Details Proforma



Title	Ms.	First Name	Manju	Last Name	Tanwar	Photograph
Designation		Assistant Professor				
Address		A-1, Bharat Nagar, New Friends Colony, New Delhi-25				
Date of Birth		24/10/1985				
Phone No Office		011-29250306				
Mobile		9958688779				
Email		manju.tanwar@sbs.du.ac.in				
Web-Page						
Educational Qualifications						
Degree		Institution				Year
PhD (Marketing)		Pursuing from Faculty of Management Studies, University of Delhi				Pursuing
PG		Motilal Nehru College (Day), University of Delhi				2008
UG		PGDAV College (M), University of Delhi				2006
Any other qualification		UGC-NET JRF (June-2010)				2010
Career Profile						
<ul style="list-style-type: none"> Assistant Professor (Permanent) at Shaheed Bhagat Singh College (M), University of Delhi, w.e.f. 02 Feb 2011. Guest Lecturer at Sri Aurobindo College (Morning) Oct 2010-March 2011. Guest Lecturer at Kalindi College (NCWEB) Sep 2010-Feb 2011. 						
Areas of Interest / Specialization						
Research Specialization Marketing (Consumer Behavior)						
Papers Taught						

Business Laws, B. Com (Hons)
 Human Resource Management, B. Com
 Human Resource Development, B. Com (Hons)
 Company Law, B. Com (Hons)
 Cost Accounting, B. Com
 Business Economics, B.com (Hons)
 Financial Accounting, B. Com (Hons)
 Corporate Laws, B. Com (Hons)
 Fundamentals of computers and Information System, B. Com (Hons)
 Auditing, B. Com (Hons)

Research Guidance

PhD scholars

Under Supervision	Submitted	Awarded
NA	NA	NA

M.Phil Scholars

Under Supervision	Submitted	Awarded
NA	NA	NA

M.A. Dissertations

Under Supervision	Awarded
NA	NA

Publications Profile

Books

Title	ISBN/Publisher/Link	Indexed Scopus etc	Year

		if any					
Personal Selling and Salesmanship	Galgotia Publishing Company, Darya Ganj, New Delhi			2021			
Research Publications							
Article Name	Publication Type (UGC Care/ Scopus / Web of science etc)	Journal Name	ISSN No	Volume	Year	URL	DOI
Microfinance in India	Peer-Reviewed	International Journal of Recent Scientific Research	ISSN: 0976 3031	Vol. 8, Issue, 12	2017	http:// www.re centscie ntific.co m	DOI: 10.24327 /IJRSR
Motivational Factors behind Intention to use ICT in Higher Education:	Peer-	Research Journal of Humanities and Social Sciences	0975 6795 (Print) 2321 5828	Vol. 10 Issue- 03	2019	www.rjhssonline.com	DOI: 10.5958/ 2321 5828.201 9.00156. 6

An Indian Perspective							
Scientific Mapping of Chatbot Literature: A Bibliometric Analysis	Scopus-Indexed	International Journal of Mathematical, Engineering and Management Sciences	2455-7749	Vol. 9 Issue-2	2024		https://doi.org/10.33889/IJMEMS.2024.9.2.017
Publications other than journal articles							
Title of Publication	Type of Publication	Publisher	Role in Publication	ISBN Number	Year	URL	Level
NA	NA	NA	NA	NA	NA	NA	NA
Conference/ workshop Organized							
<ul style="list-style-type: none"> Contributed as an organizing Committee member of 12th International Conference on Business and Management on Feb 18th -19th 2025 organized by Department of Commerce, Shaheed Bhagat Singh College, University of Delhi. Organised a webinar on “Blueprints of Change: Women Entrepreneurs Transforming our World” on 8th October 2024 under the Commerce Association, Department of Commerce, University of Delhi. Organised the third edition of Business Colloquium on “Circular Economy Conundrum: Balancing Profit and Planet on 8th November 2024 under the Commerce Association, Department of Commerce, University of Delhi. Organised Panel Discussion on Impact of Artificial Intelligence on the Different Fields of Commerce on Oct 17, 2023 by Commerce association, Shaheed Bhagat Singh College, University of Delhi. 							

- Worked as an organizing committee member of International Conference on Resilient Approaches for the New World Order and Viksit Bharat, on 25 Sep 2023 by Shaheed Bhagat Singh College, University of Delhi.
- Organised Panel Discussion on Impact of Artificial Intelligence on the Different Fields of Commerce on Oct 17, 2023 under the Commerce association, Shaheed Bhagat Singh College, University of Delhi.
- Contributed as an organising committee member of 10th International Conference on Advances in Business and Management on Business Practices in the era of sustainable development goals 2030 and new age technologies, on 10th-11th November 2022 by Department of Commerce, Shaheed Bhagat Singh College, University of Delhi.
- Contributed as an Organising Committee member of 6 th NCBM on National Conference on Business and Management 2019 by Department of Commerce, Shaheed Bhagat Singh College, University of Delhi.
- Contributed as an Organising Committee member of National Conference held in the year 2012-13 by Department of Commerce, Shaheed Bhagat Singh College, University of Delhi.
- Contributed as an Organising Committee member of National Conference held in the year 2011-12 by department of Commerce, Shaheed Bhagat Singh College, University of Delhi.

Paper Presentation

- Paper titled “AI Driven Financial Analytics: A Thematic and Predictive Analysis” presented at National Conference on “Vikshit Bharat 2047: Reimagining Management and Business Practices in the Age of AI” by Department of Commerce, Maitreyi College, University of Delhi on 20th -21st March 2025.

Awards and Distinctions

B. Com Topper in PGDAV College in the year 2005
UGC-NET in 2010
JRF in 2010

Association with Professional Bodies

Life time membership of Indian Commerce Association

Other Activities

Administrative Responsibilities

Convenor- Commerce Association, 2024-25
Co-convenor, Commerce Association, 2023-24
Member-IQAC, Shaheed Bhagat Singh College
Member- Finance and Investment Society
Convenor-Admissions Committee, B. Com, 2022-23.
Member-Garden Committee, 2024-25

Refresher/Orientation

- Two-week Online Refresher Course on Research Methodology and Data Analysis from March 24- April 07, 2021 under MHRD Sponsored Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMTT) scheme, Organized by Teaching Learning Centre, Ramanujan College, University of Delhi in association with Indian Accounting Association, NCR Chapter.
- Participated in 16th Three Week RC Commerce & Management Studies organized by UGC- Human Resource Development Centre, UGC from 28th Jan 2019 19th Feb 2019
- Participated in Two-week Faculty Development Program on Teaching and Learning in Digital Era organized by Shaheed Bhagat Singh College, New Delhi 15th Dec 2018 to 27th Dec 2018 Organized by Teaching Learning Centre (under PMMMNMTT OF MHRD), Ramanujan College, University of Delhi and IQAC, Shaheed Bhagat Singh College, University of Delhi.
- SUMMER SPECIAL PROGRAMME Conducted and organized by HRDC- JAMIA MILIA ISLAMIA University from 29th May 2017 TO 17th June 2017

Participation in Workshops/Conferences/FDP

- Attended a workshop on “Fundamentals of Computers and Information System” by Department of Commerce, SRCC from 22nd -24th November, 2011.
- Attended a Session on "Orientation demonstration of DU e-Library with Q&A session" on 7 Jan 2022 organized by Delhi University Library System (DULS).
- Participated in one week Faculty Development Program on “Evolving Paradigm in Commerce Education and Management Research” organized by the Department of Commerce, Hansraj College, University of Delhi from 28th April to 4th May, 2017.
- Participated in National Conference on “Mergers and Acquisitions- Issues, Opportunities and Challenges” organized by department of Commerce, Shaheed Bhagat Singh College during 20-21 Jan, 2012.
- Participated in National Conference on “FDI in India: Response and Challenges” organized by department of Commerce, Shaheed Bhagat Singh College during 5 6 Nov, 2012.