

Faculty Details proforma for DU Web-site



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Title	Ms.	First Name	Nupur	Last Name	Bhati	
Designation		Assistant Professor				
Address		Shaheed Bhagat Singh College Sheikh Sarai, phase -II, New Delhi-17				
Phone No						
Office Residence		C-148, Amar Colony, East Gokulpur, Delhi-94				
Mobile		9811446843				
Email		nupurbhati@sbs.du.ac.in				
Web-Page		http://www.sbbsc.in/				
Educational Qualifications						
Degree	Institution				Year	
Ph.D	University of Delhi				Pursuing	
M.com	IGNOU				2017	
MBA	Amity University				2009	
B.sc(H) Botany	University of Delhi				2007	
Career Profile						
<p>Nupur Bhati is Assistant Professor in the Department of Commerce, Shaheed Bhagat Singh College, University of Delhi. She has 12 years of teaching experience with specialization in Marketing & IT. Proficiency in handling students by using interactive discussion and “hands-on” approaches to help them learn and apply concept in subjects. Been a part of various seminars, conferences and have authored few E- lessons and papers in various UGC listed journals.</p>						
Administrative Assignments						
<ol style="list-style-type: none"> 1. Convener of Stock Verification Committee 2.Co-ordinator of Natyamantra “Indian classical dance” 2023-till present. 3.Member of Admission Committee at Shaheed Bhagat Singh College, University of Delhi for the academic year 2023-24.and 2024-2025 4.Member of organizing committee of department level farewell programme and orientation programme for academic year 2023-24. 5.Member of Student’s Grievances handling committee-Department of Commerce, SBSC from 2023-2025. 6. Member of “MARKSOC” marketing society of Department of Commerce, SBSC,from 2023 till present. 7. Member of Website Committee at Shaheed Bhagat Singh College, University of Delhi 						

for the academic year 2024-till present. 8. Member of Prospectus Committee at Shaheed Bhagat Singh College, University of Delhi for the academic year 2025-26
Areas of Interest / Specialization
Marketing
Subjects Taught
Computer Concepts & Software Packages, Retail Business Management, International Marketing, Entrepreneurship, Project Management, Computer Application In Business, Business Organization and Management, consumer behavior and advertising.
Publications Profile
<p>Author/Publications:</p> <ul style="list-style-type: none"> • Authored E- Lessons at ILLL (Institute of Life Long Learning, University of Delhi) <ol style="list-style-type: none"> 1. “Advertising Budget” 2. “Media Plan” 3. “Managing Group dynamics” 4. “Organisational culture and climate” • Authored chapter Titled “Influencer marketing: Its antecedents and behavioural outcomes” in book name “DIGITAL MARKETING OUTREACH: THE FUTURE OF MARKETING PRACTICES” edited by Kavita Sharma, Swati Aggarwal; published by Routledge, Taylor and Francis group, August 2022 • Paper Publications: <ol style="list-style-type: none"> 1. Paper Title: “CARBON LABELLING-an overview”, Vol. 2, issue 7, July 2014 issue of Galaxy International Interdisciplinary Research Journal, ISSN (ONLINE): 2347-6915 2. Paper Title: “EMPLOYER BRANDING-an overview”, Vol.3 issue 6; June 2014; issue of International Journal of Marketing, Financial Services & Management Research (IJMFSMR), ISSN(ONLINE): 2277 3622 3. Paper Title: “NEUROMARKETING: a new marketing tool to peep into customer's mind”, Vol 4; Issue 5; May 2017; International Journal and magazine of engineering technology, management and research(IJMETMR),ISSN NO(ONLINE)2348-4845
Conference /workshops/FDP
<ul style="list-style-type: none"> • Participated in one week Faculty Development Program cum workshop on “analytical techniques for research in social sciences” held from may 22nd -28th, 2012 organised by Delhi

School of Professional Studies and Research (DSPSR) in collaboration with “global network of business researchers” (GNBR).

- Attended one day Faculty Development Program on “Computerised Accounting System using Tally.ERP 9”, organized by Deen Dayal Upadhyaya College and TALLY education private ltd. in collaboration with Indian accounting association, Delhi chapter, on Friday, the 7th August 2015.
- Attended the Faculty Development Programme on E-Filing of Income Tax Return by Eminent Tax Consultant Dr. Vinod K Singhania held at SGTB Khalsa College Auditorium on 6th August 2016
- Attended 40th All India Accounting Conference and International Seminar on Accounting Education and Research, organised by University college of commerce and ,management studies, Mohanlal sukhadia university ,Udaipur in association with Indian Accounting Association, 18th-19th November,2017
- Attended 6th Annual International Commerce Conference on “ Digital Outreach and Future of Marketing Practices, Department of Commerce, Delhi school of Economics, University of Delhi, 11th-12th January,2018
- Attended 7th National Conference on Technology and Innovations: Changing the face of Business held at Shaheed Bhagat Singh College, University of Delhi on January 31st ,2020
- Participated in 2 day workshop on topic “Conducting and Publishing High Quality Research in Empirical Modeling for Marketing Strategy organised by ACADEMY OF INDIAN MARKETING in collaboration with Indian Institute of Management Lucknow,6th -7th February ,2020
- Attended 44th All India Accounting Conference and International Seminar on Accounting Education and Research, organised by school of commerce and business studies, Jiwaji university, Gwalior, MP in association with Indian Accounting Association, 29th-30th October ,2022

Attended 8th Annual International Commerce Conference-2023 “bharat@2047-role of commerce and business” organised by Department of commerce, Delhi school of economics, University of Delhi in association with Deen Dayal Upadhaya College ,University of Delhi,January 11-12,2023.

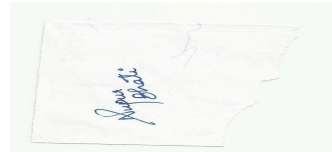
Research Projects (Major Grants/Research Collaboration)

Awards and Distinctions

Association With Professional Bodies

Member of INDIAN ACCOUNTING ASSOCIATION, Delhi Chapter

Other Activities

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Signature of Faculty Member