




Faculty Details Proforma



Title	Dr.	First Name	Vijay Vrat	Last Name	Arya	Photograph
Designation		Assistant Professor				
Address		Department of Commerce, Shaheed Bhagat Singh College, Sheikh Sarai, New Delhi-17				
Date of Birth						
Phone No Office		011-29250306				
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Email		vijay.arya@sbs.du.ac.in				
Web-Page		https://www.sbsc.in				
Educational Qualifications						
Degree		Institution			Year	
Ph.D.		C.C.S. University, Meerut			2008	
M.Com.		C.C.S. University, Meerut			2002	
M.B.A.		I.G.N.O.U, New Delhi			2020	
B.Com		C.C.S. University, Meerut			2000	
Career Profile						
<ul style="list-style-type: none"> Assistant Professor, Department of Commerce, Shaheed Bhagat Singh College, New Delhi Junior Consultant, CCETC, IGNOU, New Delhi Project Associate Fellow, DHPE, NIEPA, New Delhi 						
Areas of Interest / Specialization						
Banking, Corporate Governance & CSR, IT and Higher Education						
Papers Taught						
Corporate Governance, Management Accounting, Financial Markets Institutions and Services; Marketing Management; Digital Empowerment; Innovation and Entrepreneurship; Principles of Marketing, Auditing and Corporate Governance, Advertising, E-Marketing, Auditing and Corporate Governance, Income Tax and Practice (E-Filing), Foreign Exchange Management, Governance, Ethics and Social Responsibility of Business; E-Commerce; Business Organisation and Management; Business Laws; Introduction to Computers and Information System; International Business; Micro-Economic Theory and Application; Principles of Marketing, Auditing and Corporate Governance, Company Law, Computer Application in Business; Ethics, Corporate Governance and Sustainability; International Marketing Management; India's Foreign Trade and Investment; Advanced Financial Management and Policy; Financial Planning; Entrepreneurship; Business Environment; Economic Analysis; Project Management and Financial Services; Corporate Law; Banking and Insurance; Insurance and Risk Management						
Publications Profile						

Books							
Title		ISBN/Publisher/Link		Indexed Scopus etc if any		Year	
Elements of Banking and Insurance		978-81-954284-1-0 Mihaana Global				2022	
Strategic Management		978-81-949466-6-3 New Vision				2021	
Banking Practices and Analysis		978-81-266-5755-1 IGNOU and Centum Learning Ltd.				2011	
Corporate Governance and CSR: Principles, Policies and Practices		978-81-949466-8-7 New Vision				2021	
Business Finance: The Changing Scenario		978-81-949466-5-6 New Vision				2021	
India’s International Relations		978-81-949466-0-1 New Vision				2021	
Entrepreneurship Development’		978-93-83918-41-6 KBC-Nano Publication Pvt. Ltd				2020	
Research Publications							
Article Name	Publication Type (UGC Care/ Scopus/ Web of science etc)	Journal Name	ISSN No	Volume	Year	URL	DOI
Bryce C. Tingle, Hard Lessons in Corporate Governance	Scopus	Indian Journal of Corporate Governance	09746862	18	2025		
Value Relevance and Share Price Dynamics: An Empirical Analysis of Indian Multinational Corporations	Scopus	The Indian Economic Journal	00194662	72	2024		
Analyzing the Evolution of Social Media Platforms and Their Influence on Retail Outlet Marketing in India	Peer reviewed	Vidhyayana	2454-8596	8	2023		

The Use of Influencer Marketing in Indian Retail Outlet Promotion on Social Media	Peer reviewed	Vidhyayana	2454-8596	8	2022		
Artificial Intelligence (AI) in Retail Sector: Learning from Global Experiences	Peer reviewed	Journal of Contemporary Research and Communication	2582-3752	4	2021		
Growth of Ecommerce during Pandemic in Urban India	Peer reviewed	Indian Journal of Advanced Research in Society	2456-5296	6	2021		
India's Balance of Payment (BoP): Trends and Challenges	Peer reviewed	Journal of Contemporary Research and Communication	2582-3752	4	2021		
Loyalty Programs in Marketing: An overview of Leading Strategies towards Customer Retention	Peer reviewed	Journal of Contemporary Research and Communication	2582-3752	3	2020		
Brand Adaptation: An Analysis of Brilliant Global Marketing Strategies	Peer reviewed	Journal of Contemporary Research and Communication	2582-3752	2	2019		
The Credit Rating Agencies and Corporate Governance: An Assessment of Role and Transparency	Peer reviewed	Journal of Contemporary Research and Communication	2582-3752	1	2018		
Corporate Governance Practices in Banking Sector: A Study of Selected Private Sector Banks and Public	UGC CARE	Ramanujan International Journal of Business and Research	2455-5959	2	2017		

Sector Banks in India							
Agri Entrepreneurship Among Young Farmers in NCR	Peer reviewed	Indian Journal of Advanced Research in Society	2456-5296	2	2017		
The Trends of Startup in India in Recent Years	Peer reviewed	Indian Journal of Advanced Research in Society	2456-5296	1	2016		
Sustainable Development – A Paradigm Shift for India	Peer reviewed	International Journal of Management Science Review	2249-6718	4	2015		
Trends and Analysis of Equity New Fund Offer (NFO): An Empirical Analysis	UGC List	Journal of Business Studies	0975-0150	7	2014		
Corporate Social Responsibility: An Analysis of Voluntary Approach V/s Mandatory Approach in the Wake of The Companies Act 2013	UGC List	Journal of Business Studies	0975-0150	5-6	2014		
Companies Bill, 2011 as a Wakeup Response for Corporate Misgovernance and Scandal in Indian Corporate Sector	UGC List	GGGI Management Review	2249-4103	3	2013		
Funds Management: A Key to Success for New Private	UGC List	Journal of Business Studies	0975-0150	2	2009		

Sector Banks							
Link Between Human Resource Development, Growth and Poverty	UGC List	SAARC Journal of Human Resource Development	1816-4366	4	2008		
India's Response to GATS	Peer Reviewed	id21 insights education	1740-0074		2008		
Neo-Liberalism in Higher Education Recommendations of National Knowledge Commission (NKC)	UGC List	University News	0566-2257	45	2007		
Women in Higher Education and in the Work Force: Need to Bridge the Gender Gap	UGC List	University News	0566-2257	45	2007		
Conference/ workshop Organized							
Awards and Distinctions							
Association with Professional Bodies							
<ul style="list-style-type: none"> • Life Member of Indian Commerce Association, India. • Life Member of Indian Accounting Association, India. 							
Other Activities							