



Faculty Details proforma for Gargi College

Title	DR.	First Name	JYOTIKA	Last Name	BAHL	Photograph
Designation		Assistant Professor				
Address		Gargi College, University of Delhi				
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Residence*						
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Web-Page						
Educational Qualifications						
Degree		Institution			Year	
Bcom (Hons.)		University of Delhi			2004	
M com		University of Delhi			2006	
LLB		Faculty of Law, University of Delhi			2010	
PhD.		University of Delhi			2021	
Career Profile						
- Have taught B com (Hons.), B com, BBA, BA (Hons.) Business Economics, M com, P G Diploma courses diverse papers of commerce and law. - Have been involved in writing chapters on diverse areas such as Corporate Social Responsibility, Corporate Governance, Cyber Laws and creating question bank. - Have been involved in curriculum designing for different courses in commerce and law. - Presented papers at various National and International seminars/ conferences and published papers.						
Administrative Assignments						
- Faculty Advisor for BBE Association since 2015- 2021. Actively engaged in conducting talks, seminars, Fest (Advitya), Alumni meet (Retrace), Research-o-meter series and workshops. - Faculty Editor for Strides (Annual BBE magazine) from 2015-2021 and Year book since 2015-2026. - Actively engaged in preparation of workload, Time table for BBE department from 2014-2026. - Faculty member of Commerce Association in 2015-16 and 2016-17. - Member of Placement cell in 2016-17 and 2017-18. - Member of WDC in 2016-17. - Member of Library committee. - Involved in curriculum revision in UGCs Learning Outcome Based Curriculum Framework (UGC-LOCF) of Business Economics course as a Convenor for the paper titled 'Legal Aspects of Business' and was involved as working member in six papers, namely, Adverting and Consumer Behaviour (DSE), Strategic Management (DSE), Self-Management Skills (SEC), Dynamics of Ventures (GE),						

Marketing Management and Organisational Behaviour (Core) in 2019. Involved in syllabus designing for four year course- BA (Hons.) Business Economics as per the NEP guidelines in 2022.
Areas of Interest / Specialization
Business and Corporate Laws, Organization Behaviour, CSR
Subjects Taught
Organization Behaviour, Legal Aspects of Business, Finance, Business Mathematics, Marketing Management, Advertising and Branding, Fundamentals of Finance and its Applications, Auditing, Human Resource Management, Personal Selling, Entrepreneurship, Digital Marketing.
Research Guidance
<u>Pathfinder Projects:</u> - Mentored pathfinder project- 'Impact of online food delivery APPs on Consumer expenditure, Health and Lifestyle' in 2019-2020. - Mentored pathfinder project- 'The AMUL revolution- A comparative study of the cooperative giant and the agriculture sector' in 2020-2021. The project secured the second prize in commerce pathfinder competition. - Mentored path finder project- "A Study on the Effect of Mental and Physical Health of Employees on Organizations and their Productivity" in 2022-23. - Mentored pathfinder Project "Understanding hoe AI impacts the resume screening process" in 2023-24. The project secured second prize in Humanities Path finder competition. <u>Fourth Year NEP- Research/ project:</u> - Mentored 10 students of BA (Hons.) Business Economics in their fourth year Research in 2025-26.
Recent Publications
- Impact of Environmental Regulation on Firm's Performance, Sanyojak- The International Journal of Commerce and Management, Volume 3, Issue 4, 2015. - Study of Predictive Power of Moving Averages as a tool of Technical Analysis, Journal for studies in Management and Planning, Volume 1, Issue 2, 2015. - Analysis of Environment Protection Act in context of Hazardous Substances, Biojournal- A biannual research journal of life science, Volume 11(2), 2016. - Proactive approach to CSR spending post-legislation mandating CSR, Business Analyst, Volume 40(1), 2019. - An Exploratory Study of Mandatory CSR spending in select Indian companies, Delhi Journal of Contemporary Law, Volume 2, 2019.
Conference Organization/ Presentations
<u>Papers Presented</u> - Presented a paper in National Seminar on Emerging HR practices for Organizational Excellence organized by ARSD College, University of Delhi, March 2015. - Presented a Paper in National Seminar on Human Rights organized by Kirori Mal College, University of Delhi, March 2015. - Presented a Paper in 4th Annual International Commerce Convention on Corporate Governance

and CSR: Retrospect and Prospects held in December 2015 organized by Department of Commerce, Delhi School of Economics, University of Delhi. - Presented a paper in ICSSR sponsored National Seminar on Emerging issues of Climate Change: Aurobindo College, University of Delhi. - Presented a paper in International Conference on Socio Economic Justice after Seventy years of India's Independence: Domestic and Global Challenges organised by Faculty of law, University of Delhi in November 2016. - Presented a paper in WDC National Conference on Gender and Popular Culture: Representations and Embodiment organized by WDC, Shyam Lal College, University of Delhi in December 2016. - Presented a paper in National Symposium on Ethics and Values: Reconnecting past and present organised by Centre for Holistic Development, Shyam Lal College, University of Delhi on 9th November 2017. - Presented a paper in National Conference on Environmental Challenges for New India organised by Environment and Social Development Association Delhi in collaboration with Bhim Rao Ambedkar College, University of Delhi in June 2018. <u>Conferences organized</u> - Co-convenor for National Conference on “Governing Growth: ESG, Accountability, Sustainability and Inclusive Economics” organized by Gargi College, Department of Business Economics in collaboration with Department of Finance and Business Economics, University of Delhi, South Campus on 30th March 2026.
Research Projects (Major Grants/Research Collaboration)
Awards and Distinctions
- Awarded the Best All Rounder Commerce Student for active participation in extracurricular activities and academic performance. - Awarded the Best Presenter Award for presenting paper in ICSSR sponsored National Seminar on Emerging issues of Climate Change: Sustainability and Economic implications in October 2016 organised in Sri Aurobindo College, University of Delhi. - Awarded the Best Paper Award for presenting paper in National Conference on Rethinking Management Education in the Digital Age organised by Faculty of Management Studies, University of Delhi in February 2018. - Awarded Academic Excellence award by Saksham Society, Jaipur in Global Peace Submit and Awards 2022. - Awarded Best Paper Award in International Conference on Corporate and Economic Transformation- Embracing the change organized by Deen Dayal Upadhyaya College, University of Delhi in association with Kautilya Foundation on 25th March 2022. - Awarded the Best Paper in International Conference organized by Maharaja Agrasen Institute of Management Studies sponsored by ICSSR on Re-visiting Business, Education and Communication with an emphasis on Sustainable Development held on 13th March 2024 for the paper- Impact of CSR on firm performance for manufacturing firms in India. - Awarded Best Paper (second position) in the National Conference on Financial Literacy organized by Gargi College, University of Delhi on 15/3/2024 for the paper – Financial Literacy and dynamics of demographic factors.

Association With Professional Bodies
Other Activities
Active participant in FDPs, workshops, short term courses for upgrading skills and knowledge.