


# SHYAM LAL COLLEGE (EVE.)

## UNIVERSITY OF DELHI

### Faculty Proforma



Title	Mr	First Name	<b>Ankur</b>	Last Name	<b>Chhabra</b>	
Designation		<b>Asst. Professor (Ad hoc)</b>				
Address		<b>C-1/ 75 West Enclave, Pitampura, Delhi- 110034</b>				
Phone No	Office					
	Residence					
	Mobile	<b>9818719610</b>				
Email	<a href="mailto:achhabra@shyamlale.du.ac.in">achhabra@shyamlale.du.ac.in</a>					
Web-Page						
Educational Qualifications						
Degree	Institution		Year			
B.Com (H)	<b>DDU College, DU</b>		<b>2004</b>			
M.Com	<b>Rajdhani College, DU</b>		<b>2006</b>			
M.Phil	<b>DDE, Vinayaka Missions University, TN</b>		<b>2008</b>			
NET	<b>UGC</b>		<b>2012</b>			
Career Profile						
<b>Full time Experience</b>						
<ol style="list-style-type: none"> <li><b>Lecturer at Maharaja Surajmal Institute (GGSIP University), (9th Jan.-11th May'2007)</b></li> <li><b>Asst. Professor at Maharaja Surajmal Institute (GGSIP University), (1st Aug.2008 – 24th Nov.2012)</b></li> <li><b>Asst. Professor (ad-hoc) at Shyam Lal College (E), University of Delhi, (24th July 2013 – Till Date)</b></li> </ol>						
Administrative Assignments						
Areas of Interest / Specialization						
Human Values & Business Ethics Business Entrepreneurship Corporate Governance Organizational Behavior Marketing Management Business Policy & Strategic Management Financial Management						
Subjects Taught						
Business Entrepreneurship, Human Values & Business Ethics, Corporate Governance, Business Law, Organizational Behavior, Marketing Management, Business Policy and Strategy, Income Tax, Banking Law & Practice, Financial Management, Marketing Management, etc.						
Research Guidance						

<b>Publications Profile</b>
<u>Articles/ Papers</u>
<ol style="list-style-type: none"> <li>1. Kumar, Sunil, and Ankur Chhabra. "e-Banking: Emerging Challenges." Initiative, The Annual Publication of the Department of Commerce, Deen Dayal Upadhyaya College. 2007: 80-85.</li> <li>2. Kumar, Suresh &amp; Chhabra, Ankur. "To Present an Extensive Framework For Brand Building Via Digital Marketing Platforms." <i>Parishodh Journal</i>. Vol. IX, Issue III, March 2020: 13116-32. (ISSN: 2347-6648)</li> <li>3. Kumar, Suresh &amp; Chhabra, Ankur. "A Study Of Digital Marketing And Its Impact On Consumer Behaviour In The Indian Context." <i>Towards Excellence: An Indexed, Refereed &amp; Peer Reviewed Journal of Higher Education</i>. Vol. 14, Issue 2, June 2022: 1695-1717. (ISSN. 0974-035X)</li> </ol>
<b>Publications</b>
<b>Conference Organization/ Presentations (in the last three years)</b>
<b>Paper Presentation</b>
<ol style="list-style-type: none"> <li>1. Presented paper entitled, "To Explore Different Marketing Platforms and their significance to Brand Management." One Day National Seminar on Emerging Trends Towards Cashless Economy in India, February 12, 2023, Shree Jain Post Graduate College, Bikaner</li> </ol>
<b>Research Projects (Major Grants/Research Collaboration)</b>
<b>Awards and Distinctions</b>
<b>Association With Professional Bodies</b>
<ol style="list-style-type: none"> <li>1. <b>Life Membership - Indian Commerce Association, Delhi Chapter, (Life Membership No. D434)</b></li> </ol>
<b>Other Activities</b>

ANKUR CHHABRA  
Asst. Professor (Ad hoc)  
Department of Commerce, SLC(E)