




Faculty Details proforma for College Website



Title	First Name	Era	Last Name	Bhardwaj	Photograph
Designation	Assistant Professor				 Era Bhardwaj
Address	C-92, First Floor, Jhilmil Colony, Near Samudiyak Bhawan, Delhi-110095				
Phone No Office	011-22324883				
Residence	9821370300				
Mobile	9599862803				
Email	erabhardwaj01@gmail.com ebhardwaj@shyamlale.du.ac.in				
Web-Page					
Educational Qualifications					
Degree	Institution	Year			
Ph.D.	Noida International University, Department of Management Studies, Greater Noida, UP.	2022			
M.com	Indira Gandhi National Open University	2011			
B.com	University of Delhi, Delhi	1996			
12 th	Central Board of Secondary Education, Delhi	1993			
10 th	Central Board of Secondary Education, Delhi	1991			
Career Profile					
<ul style="list-style-type: none">• Assistant Professor (Adhoc), Department of Commerce, Shyam Lal College (Eve.), University of Delhi, from 2014 to till date.• Guest Lecturer, Department of Commerce, Shyam Lal College, University of Delhi in 2013.• PCP classes of School of Open Learning, Department of Commerce, Shaheed Sukhdev College of Business Studies, University of Delhi in 2013.• PCP classes of School of Open Learning, Department of Commerce, Dr. B. R. Ambedkar College, University of Delhi in the year of 2013.					
Administrative Assignments					
<ul style="list-style-type: none">• Member, Skill Development Cell Committee, Shyam Lal College (Eve.), University of Delhi, Academic Session 2019-20, 20-21 & 21-22.• Member of Garden Committee, Shyam Lal College (Eve.), University of Delhi, Academic Session 2023-24.• Member of Financial Assistance Committee, Shyam Lal College (Eve.), University of Delhi, Academic Session 2023-24.					

- Member of Professional Ethics Committee, Shyam Lal College (Eve.), University of Delhi, Academic Session 2023-24.

Areas of Interest / Specialisation

Principles of Marketing, Business Organization and Management

Subjects Taught

Shyam Lal College (Eve.), University of Delhi, Delhi

1. Principles of Marketing
2. Business Organization and Management
3. Corporate Laws
4. Entrepreneurship
5. Human Resource Management
6. Investing in Stock Market
7. Personal Selling and Salesmanship
8. Finance for Everyone

Research Guidance

NA

Publications Profiles

Chapter in Book

1. Corporate Social Responsibility: Expectations, Reality and Challenges, Wisdom Publications, ISBN No. 978-93-81505-88-5, pp.80-89, November 2014.

Research Articles

1. Women Entrepreneurship in India Problems & Prospects, *Shodh Kalptaru: An International Multidisciplinary Research Journal, Refereed Journal*, No. 10, ISSN No: 2249-6114, July-September 2013, pp. 354-361.
2. Impact of Socio-Economic Dimension on Tourism Industry, *Samaj Vigyan Shodh Patrika*, Research Journal of Social Sciences, Vol.1 (Part-III), No. XXVIII, ISSN: 0973-7626, 2014, pp. 135-138.
3. Community Base Tourism Initiatives in Himachal Pradesh, *International Journal: Knowledge News*, Agra, ISSN No. 2231-0150, Jan 2014, pp. 44-50.
4. Marketing Strategies of Himachal Pradesh to Enhance Eco-Tourism, *Samaj Vigyan Shodh Patrika*, The Half Yearly Journal of Humanities & Social Sciences, ISSN-0973-7626, Vol. 2 (Part-III) No. XXXI, October-March 2015, pp. 70-74.
5. Social Tourism in India, *Indian Journal of Social Enquiry*, ISSN No. 978-81-922921-0-6, June 2016, pp. 45-49.
6. Development of Tourism Sector in India, *Isabella Thoburn College Economic Review (YEARLY)*, ISSN NO. 2349-5561, Vol. 1, No.3, Third Issue, 2016, pp. 74-80.
7. GST and India's Common Market, *Drishtikon*, UGC Listed, ISSN No 0975- 119X, Year 2020, Page no 154- 159.
8. Ecological Tourism: Theory and Practice, *Drishtikon*, UGC Care Group 1 Listed Journal, ISSN No 0975-119X, Year 13, Vol. 1, Jan-Feb 2021.

Conference Organization/ Paper Presentations
<ol style="list-style-type: none"> 1. Paper presented at Two-Day International Seminar on <i>Role of LIC in Corporate Social Responsibility</i>, Organized by Shyam Lal College (Eve.) University of Delhi on “Corporate Social Responsibility: Expectations, Reality and Challenges” at India International Centre, 6-7 February 2014. 2. Paper Presented at Two-Day International Seminar, Organized by Department of English and Hindi, Shyam Lal College (Eve.), University of Delhi, 21-22 October 2016. 3. Paper Presented on An Evaluation of the Right to Information Act- 2005 in One-Day National Seminar, Organized by Vaish College, Bhivani Rohtak (Associated with M D University) on “Has the RTI Act Gained its Goal in Present Scenario”, 2017. 4. Paper Presented at Two-Day International Seminar on <i>Prospects of Eco-Tourism in Himachal Pradesh</i>, Organized by Madhav University on “Challenges and Opportunities of Tourism in Modern India”, Jaipur, 23 March 2017. 5. Paper Presented on Modernity and Nationalism: Through the Prism of Ambedkar’s Philosophy at One Day National seminar, organized by Ambedkar Study Circle, Shyam Lal College, University of Delhi, 11 April 2017.
Research Projects (Major Grants/Research Collaboration)
NA
Awards and Distinctions
NET -Qualified, June 2011, Roll No. 17080036, Electronic Certificate No. 111004932
Association With Professional Bodies
Lifetime Membership of the Indian Commerce Association.
Other Activities (Webinar, Faculty Development Programme etc.)
<ol style="list-style-type: none"> 1. Two-Week Faculty Development Programme titled “<i>From Research to Publications</i>” organised by Acharya Narendra Dev College, Department of Commerce, University of Delhi on 5th - 17th April 2021, joint collaboration with Mahatma Hansraj Faculty Development Centre under PMMMMNMT. 2. One-Week Interdisciplinary Faculty Development Programme on “<i>Interdisciplinary Studies and Higher Education Prospects and Challenges</i>” from 26 - 31 July, 2021 organised by Dayal Singh College, University of Delhi, in collaboration with Mahatma Hansraj faculty development centre under PMMMMNMT.

3. One-Week Faculty Development Programme on *"Entrepreneurship, Incubation and Innovation"* organised by Teaching-Learning centre, Ramanujan College, University of Delhi under PMMMNT, 23 - 29 June 2020.
4. One-Week online Faculty Development Programme on *"ICT Enabled Teaching-Learning"* Jointly organised by Ramanujan College & Janki Devi Memorial College, University of Delhi, from 7 - 30 September, 2020.
5. One-Week Interdisciplinary Faculty Development Program on *"Corporate Social Responsibility and Sustainable Development"* organised by Internal Quality Assurance Cell (IQAC), Shyam Lal College (Evening), University of Delhi, from 16th - 22nd November 2018.
6. One-Week Faculty Development Programme on *"Marketing Research"* by Internal Quality Assurance Cell (IQAC) of Shyam Lal College (Evening), University of Delhi from 21st - 26th 2017.
7. Completed Two Week FDP/Online Certificate course on *"Microsoft Excel 2020: Zero to Hero"* organised by Ramanujan College University of Delhi in collaboration with Internet College Mathematician Sciences Foundation from September 21 till Oct. 7, 2020.
8. One Week Certificate Course on *"Direct Taxes and GST"* organised by Ramanujan college under (PMMMNT) Teaching-Learning centre from 16th October to 8th Nov. 2020.
9. One Day Workshop (online) entitled on *"Implementation of Academic Bank of Credits"* organised by Guru Angad Dev Teaching-Learning Centre SGTB Khalsa College, University of Delhi, under PMMMNT on 10th July 2021.
10. Attended National Webinar on *"Recent Trends in Commerce and Management"* organised by the Department of Commerce and IQAC, Madhoji College, Phalton on 23rd July 2021.
11. Attended National Webinar on *"National Education Policy 2020: Role of Commerce in Education"* on 2nd September 2021, organised by Department of Commerce, Rajdhani College, University of Delhi, Delhi.
12. One Day webinar on *"Essentials of Unit of High-Quality Paper: A View From An Editor and Reviewer"* on 28 August 2020, organised by Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi, Delhi.
13. Attended XX Annual International Conference on *"Global Vision 2030 Challenges and Opportunities"* at Deen Dayal Upadhyay College, University of Delhi, 4-5 January 2019.

14. Attended one day workshop on “*Search, Research, Effective Research Writing and Academic Integrity*” held at Shyam Lal College (Evening), University of Delhi on 14th October 2019.
15. Attended one day workshop on “*E-filing of ITR 1 and 2*”, organised by the Department of Commerce, Shyam Lal College (Evening) in Association with the Department of Commerce, Delhi School of Economics, University of Delhi on 19 September 2019.
16. Attended one day workshop on “*Innovation in Teaching-Learning Process*”, organised by Shyam Lal College (Evening) in collaboration with Indian Commerce Association, Delhi NCR Chapter on September 9th 2017.
17. Attended one week FDP on “*NEP 2020 Orientation & Sensitization Programme (Programme Code: MMC-138-2024-APR-B-01427)*”, in online mode under Malaviya Mission Teacher Training Programme (MMTTP) of Ministry of Education, Government of India, Shri Ram College of Commerce (MMTTC, SRCC) from April 16, 2024 to April 26, 2024
18. Attended One-Day National Webinar entitled "GI Cancers: Esophageal, Stomach & Colon Cancers" organized by Indian Cancer Society, Delhi in collaboration with UGC-Malaviya Mission Teacher Training Centre (UGC-MMTTC/GAD-MMTTC), SGTB Khalsa College, University of Delhi held on 01" May 2024.

Participation in College Activities

19. Contribution in “**Stavak**”, Annual Magazine, 2014-2015, Shyamlal College (Eve.), University of Delhi.
Hindi Section:
 1. Kaise Tum Kavi Banoge? (pp.44)
 2. Disha Or Dasha (pp.47)
 3. Karam ki Sreshtha (pp.71)
 4. Rashtra Gan ka Pratek Shabd Kya Kehta Hai? (pp.72)
- “ **Stavak**”, Annual Magazine, 2015-16, Shyamlal College (Eve.), University of Delhi.
 1. Rashtra Bhasha ka Mehthav. (pp.62)

Era Bhardwaj

Signature of Faculty Member

- You are also requested to also give your complete resume as a DOC or PDF file to be attached as a link on your faculty page.