


## Delhi University Faculty Details



Title	Dr.	First Name	Era	Last name	Bhardwaj
Designation		Assistant Professor			 Era Bhardwaj
Department		Commerce			
Address (Office)		Shyam Lal College (Eve.), University of Delhi, G.T. Shahdara, Delhi-110032			
Address (Res.)		B 47, First Floor, Shantideep Apartments, Ramprastha, Ghaziabad, UP Pin Code: 201011			
Phone (Res.)		9821XXXXXX			
Email		<a href="mailto:ebhardwaj@shyamlale.du.ac.in">ebhardwaj@shyamlale.du.ac.in</a>			
Date of Birth		26-12-1974			
Father's Name		Sh. Devi Chand Bhardwaj			
Mother's Name		Late. Smt. Rajeshwari Bhardwaj			
Education Details					
Subject		Institution		Year	Details/Title
B.Com		SOCCE		1996	Delhi University
MCOM		IGNOU		2011	IGNOU
Ph. D		Department of Management Studies Noida International University Greater Noida, U.P.		Awarded 2022	Marketing Strategies For The Promotion of Ecotourism at Hill Stations: An Empirical Study In Reference to The Tourism Industry of Himachal Pradesh
NTT		SCERT, DIET		2001 - 03	SCERT
BED		IGNOU		2007 - 09	IGNOU
Career Profile/ Teaching Experience					
Organization/Institution		Designation		Duration	Experience/Role
Shyam Lal College (Eve.), University of Delhi		Assistant Professor (Adhoc) Department of Commerce		01 .09.2014 to till date	10 Years, 11Months Approximately
Total					10.11 Years
Research Interests/Specialization					
Marketing Management					
Teaching Experience (Subject/Course Taught)					
1. Principles of Marketing 2. Marketing Management 3. Corporate Law 4. Company and Compensation Law 5. Business Environment 6. Business Organization and Management 7. Finance for Everyone 8. Financial Literacy 9. Social Media Marketing 10. Entrepreneurship Development 11. Digital Empowerment, VAC.					

<b>Member in College Committees</b>
<ol style="list-style-type: none"> <li>1. Member in Garden Committee, 2023-24, 2024-25.</li> <li>2. Member of Professional Ethics Committee, 2023-24, 2024-25.</li> <li>3. Member in Alumni Committee, 2024-25.</li> <li>4. Member in Eco Club, 2025-26.</li> </ol>
<b>Honors/Awards/Faculty Development Programmes</b>
<ol style="list-style-type: none"> <li>1. <b>NET- Qualified, June-2011</b>, Roll No. 17080036, Electronic Certificate No. 111004932</li> <li>2. <b>Qualified Common Eligibility Test</b>, Conducted by Dr. Ram Manohar Lohiya University, Faizabad, 2012, Roll No. 12070027, Sr. No. 109953</li> <li>3. Participated in <b>Three-Day Faculty Development Programme on Teaching with Case Studies</b>, Organized by Department of Commerce &amp; IQAC of Shyam Lal College, University of Delhi, November 21-23, 2016</li> <li>4. Participated in <b>One-Day Workshop on Envisioning Commerce Education</b>, Organised by Indian Commerce Association, Delhi-NCR Chapter in collaboration with Sri Guru Gobind Singh College of Commerce, University of Delhi on 6<sup>th</sup> May, 2017.</li> <li>5. Participated in <b>One Week Faculty Development Programme On Marketing Research</b>, Organised by IQAC of Shyam Lal College (Eve.), University of Delhi during 21<sup>st</sup> August-26<sup>th</sup> August, 2017.</li> <li>6. Participated in Two Days Offline Workshop on <b>Business Analytics</b>, Organised by Department of Commerce, SLCE on 16<sup>th</sup> and 17<sup>th</sup> January, 2025.</li> <li>7. Participated in One Day national Level Faculty <b>e-Workshop on AI Enhanced Teaching: Notebook LM, EduAide, and Canva Tools</b> on 27th February 2025, Organised by ACT Academy, Kerala, India.</li> <li>8. Participated in National Webinar on <b>Make in India: Driving Growth, Innovation, and Self-Reliance</b>, held on 17th March 2025, organized by Department of Commerce, Government Degree College, Jawali District, Kangra, H.P., India.</li> <li>9. Attended One Week Faculty Development Programme on <b>NEP 2020 Orientation and Sensitization Programme</b> from 16<sup>th</sup> April to 26<sup>th</sup> April, 2024. Organised by MMTTC, SRCC, University of Delhi</li> <li>10. Participation Hindi online National on <b>DOAJ and Best Practices In A Scholarly Communication</b>, jointly organised by shyam Lal College (Evening) University of Delhi and International school of Business Management, Suresh Gyan Vihar University Jaipur, dated 25 March 2023.</li> <li>11. Participation in online webinar on <b>Effective Use of ICT Tools in Online Teaching Learning</b>, organised by the Department of Applied Psychology at Shyama Prasad Mukharji College for Women, University of Delhi, dated 28<sup>th</sup> April 2020.</li> <li>12. Participation in the International Conference on <b>Sustainable Development in Commerce, Management and Technology</b>, Jointly organised by Research Affairs Committee, Rajdhani College University of Delhi and Indian commerce Association, Delhi NCR Chapter and Pinaki Techno, India, dated 26-27 February 2023.</li> <li>13. Participation in 4th National Webinar on <b>An Overview on Union Budget 2022, Jointly Organised by Society of Commerce and Management Lecture Series</b>, Department of Commerce Rajdhani College University of Delhi, dated 17th February 2022.</li> <li>14. Participation in One Day State Level Online Workshop on <b>An Overview on Union Budget 2022</b> organised by the Department of English, Organised By Professor Dr. N D Patil Mahavidyalaya Malkapur- Perid, dated 19th July 2021.</li> <li>15. Participation in One Day Online Webinar on <b>Implementation of Academic Bank of Credits</b>, organised by Guru Angad Dev Teaching Learning Centre SGTB Khalsa College, University of Delhi dated 10th July 2021.</li> <li>16. Participation in National Webinar on <b>Experimental Learning as Envisaged in NEP-2020</b>, organised by Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi, dated 19th June 2022.</li> <li>17. Participation in one day webinar on <b>Essentials of Writing High Quality Paper: A View from An Editor and Reviewer</b>, organised by Mahatma Hansraj Faculty Development Centre, Hansraj College University of Delhi, dated 28th August 2020.</li> <li>18. Participation in one day workshop on <b>Envisioning Commerce Education</b>, organised by Indian Commerce Association, Delhi NCR Chapter in Collaboration with Shri Guru Gobind Singh College of Commerce, University of Delhi, dated 6th May 2017.</li> </ol>

19. Participation in an online course on <b>Microsoft Excel: Zero to Hero</b> organized by Ramanujan College, University of Delhi in collaboration with the Internet College Mathematical Sciences Foundation from September 21, 2020 to October 7, 2020.
<b>Publications</b>
1. <b>Impact of Socio-Economic Dimension on Tourism Industry</b> , <i>Samaj Vigyan Shodh Patrika</i> , Research Journal of Social Sciences, Vol.1 (Part-III), No. XXVIII, ISSN: 0973-7626, 2014, pp. 135-138.
2. <b>Women Entrepreneurship in India Problems &amp; Prospects</b> , <i>Shodh Kalptaru: An International Multidisciplinary Research Journal, Refereed Journal</i> , No. 10, ISSN No: 2249-6114, July-September 2013, pp. 354-361.
3. <b>Marketing Strategies of Himachal Pradesh to Enhance Eco-Tourism</b> , <i>Samaj Vigyan Shodh Patrika</i> , The Half Yearly Journal of Humanities & Social Sciences, ISSN-0973-7626, Vol. 2 (Part-III) No. XXXI, October-March 2015, pp. 70-74.
4. <b>Community Base Tourism Initiatives in Himachal Pradesh</b> , <i>International Journal: Knowledge News</i> , Agra, ISSN No. 2231-0150, Jan 2014, pp. 44-50.
5. <b>Development of Tourism Sector in India</b> , <i>Isabella Thoburn College Economic Review (YEARLY)</i> , ISSN NO. 2349-5561, Vol. 1, No.3, Third Issue, 2016, pp. 74-80.
6. <b>Social Tourism in India</b> , <i>Indian Journal of Social Enquiry</i> , ISSN No. 978-81-922921-0-6, June 2016, pp. 45-49.
7. <b>Environmental Ecotourism: Theory and Practice</b> , <i>Drishtikon</i> , UGC Care Journal, Year 13, Vol. 1, Jan-Feb 2021, ISSN No. 0975119X, pp. 2316-2319.
8. <b>Goods and Services Tax and India's Common Market</b> , <i>Drishtikon</i> , UGC Care Journal, Year 12, Vol. 3, May-June 2020, ISSN No. 0975119X, pp. 154-159.
<b>Chapter in Books:</b>
1. <b>Corporate Social Responsibility: Expectations, Reality and Challenges</b> , Wisdom Publication, ISBN No. 978-93-81505-88-5, 2014, pp. 80-89.
<b>Paper Presented</b>
1. Paper Presented at Second Annual <b>National Convention</b> on <i>Environmental Thought: Past and Present</i> , Organized by Suresh Gyan Vihar University on Climate Change and Water, 18-19 October 2013.
2. Paper presented at Two-Day <b>International Seminar</b> on <i>Role of LIC in Corporate Social Responsibility</i> , Organized by Shyam Lal College (Eve.) University of Delhi on Corporate Social Responsibility:
3. Expectations, Reality and Challenges at India International Centre, 6-7 February 2014.
4. Paper Presented at Two-Day <b>National Seminar</b> on <i>Women Entrepreneurship as a Pre requisite</i>

5. Paper Presented at Two-Day <b>International Seminar</b> , Organized by Department of English and Hindi, Shyam Lal College (Eve.), University of Delhi, 21-22 October 2016.
6. Paper Presented at Two-Day <b>International Seminar</b> , <i>Dr. Ambedkar's Idea of Inclusive Growth</i> , on The Relevance of Dr. Ambedkar's Thought in Contemporary India, Organized by Department of Political Science, Shyam Lal College (Eve.), University of Delhi, 14-15 February 2017.
<b>Teaching Method</b>

I am utilizing a blend of traditional and modern digital teaching methods to enhance student-teacher interaction. These include the use of projectors for PPT presentations, laptops, classroom talkies, and various other technological tools. My teaching approach emphasizes active engagement through interactive discussions, debates, workshops, and collaborative learning activities. To further enrich the learning experience, I also incorporate techniques such as group projects, case studies, peer teaching, and multimedia resources. This comprehensive approach aims to foster a dynamic, participatory, and inclusive classroom environment that encourages critical thinking and active student involvement.

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