

**Name:** Gaurav Gupta

**Designation:** Assistant Professor

P.G. Department of Commerce

**Specialization:**

- a. Accounting
- b. Income Tax
- c. Marketing Management



**Email:** gauarv\_gupta08@hotmail.com

**Contact Number:** +91- 9814979814

**Education Qualifications:**

**M.Com.** (May 2015, Punjabi University, Patiala)

**UGC-National Eligibility Test (NET)-** June 2015

**Professional Experience:**

- Multani Mal Modi College, Patiala (Punjab.), India ( July, 2018 to till date)
- G.S.S.D.G.S. Khalsa College, Patiala (Punjab), India ( July 2017 to May 2018)
- G.S.S.D.G.S. Khalsa College, Patiala (Punjab), India ( July 2016 to April 2017)

**Teaching Interests:**

- Corporate Accounting
- Cost Accounting
- Marketing Management
- International Finance

**Research Interest:**

- Human Resource Management, Organisational Citizenship Behaviour, Marketing Management

## **Publications**

1. A study of rising Non-Performing Assets in the Banking Sector of India and its Implications pp: 139-145 PIMT Journal of Research (Bi-Annual Peer- Reviewed Journal) (Vol.12; No.1 July-Dec 2019) ISSN: 2278-7925
2. Tween Marketing: Emerging Marketing Strategies in Modern Business Environment pp: 59-71 PCMA - Journal of Business (A Biannual Publication) (Vol.11, No.2 July-December 2018) ISSN: 0974-9977
3. Revamping India's Education Sector pp: 187-199 International Journal In Applied Studies and Production Management (Vol.4, Issue: 1, May 2018) ISSN 2394-840X
4. Collapse of Oil Market: Causes and Its Impact on Global Economic Factors pp:811-820 International Journal of Creative Research Thoughts , (Vol.6, Issue: 2, April 2018) ISSN 2320-2882
5. A study of Progressive Model of Microfinance in India pp: 591-595 (Vol.4, Issue: 4, December 2018) ISSN 2454-4248
6. Digital Payments-Analysing the surging Cyber Threats pp: 9-13 (December, 2017) SGTBIM&IT ISSN: 978-81-906342-8-1
7. Impact of MLM Product Attributes on Customer Perception while Purchasing the Products pp:16-22 PIMT Journal of Research (Bi-Annual Peer- Reviewed Journal) (Vol.9; No.2 January-June 2017) ISSN: 02278-7925

## **Conference / Seminars**

### **A) Resource Person / Invited Lectures:**

1. Resource Person in National Conference on New Paradigms In Commerce, Management, Education and Technology-2018 in India 27<sup>th</sup> April, 2018 Guru Kashi University & PCMA Talwandi Sabo (Bathinda)
2. Event Secretary in Recent Progressions in Economics, Commerce, Management, IT, Tourism and Agriculture in India 9th November, 2019 PIMT & PCMA Alour, Khanna
3. Event Secretary in Impact Of Global Economic Crisis on the Future of Commerce & Business in India 24th January, 2020 Mata Gujri College & PCMA Fategarh Sahib

## **B) Paper presented:**

1. *Role of Financial Services of India Post* in the National Conference on Skill Development in Higher Education 22nd August 2015, at A.S. College, Khanna.
2. *Learning from Spirituality & Management Principles for handling Organizational Stress* in the International Conference on Spirituality and Management 27-28 November 2015 at Shri Guru Teg Bahadur Khalsa College, Sri Anandpur Sahib.
3. *Spirituality and Strategic Leadership: The Influence of Spiritual belief on Strategic Decision MAKing* in the UGC Sponsored Interfaith National Conference on Leadership 10 September, 2016 at Khalsa College, Patiala.
4. *Conflicts between Actual Accounting Practice & Ethical Issues* in the International Conference on Business Ethics and Corporate Governance on 22-23rd September, 2017 at GNA University, Phagwara.
5. *Digital Payments- Analysing The Surging Cyber Threats* in the National Conference on Globalizing Brand India Through Business Leadership and Digital Innovation on 22-23 December, 2017 at SGTBIM&IT, New Delhi.
6. *The changes in Consumer Behavior after the popularisation of the Internet* in the National conference on New Paradigms in Commerce, Management, Education and Technology-2018 on 27th April, 2018 at Guru Kashi University, Talwandi Sabo.
7. *Role of Innovations in marketing strategies and Applications* in the International Conference on "Transformation through Innovations" Strategic Applications of Management, IT, Mathematics and Basic Sciences on 16-17th March, 2019 at SCD Government College, Ludhiana.
8. *A comprehensive Analysis of Goods & Services Tax in India* in the National Conference on Transforming Indian Business in changing Economic Environment on 6th April, 2019 at Hindi Kanya College, Kapurthalla.
9. *The Impact of Climate Change on International Business Strategies* in the National Conference on Recent Progressions in Economics, Commerce, Management, IT, Tourism and Agriculture in India on 9th November, 2019 at PIMT, Alour, Khanna
10. *Influences of Ethics and Values on Organizational Citizenship Behavior: A Review in the* International Conference on Ethics and Management in Trade, Health Care and Politics on 29th December, 2019 at School of Management Studies, Punjabi University, Patiala.

11. *Impact of Global Financial Crisis on the Indian Economy* in the International Conference on Impact Of Global Economic Crisis on the Future of Commerce & Business on 24th January, 2020 at Mata Gujri College, Fatehgarh Sahib.

### **Programmes, Workshops and Training Courses:**

1. Attended One Day National Seminar on 'Higher Education For Development & Role of Teachers' 16th July, 2017 at G.S.S.D.G.S. Khalsa College, Patiala.
2. Attended Workshop on 'International Workshop on Creating Critical Thinking in Teaching of commerce & Management Education' 9th October, 2017 at School of Commerce & Management, G.S.S.D.G.S. Khalsa College, Patiala
3. Attended Khalsa College Global Punjabi Conference on 21-22 February, 2018 at G.S.S.D.G.S. Khalsa College, Patiala.
4. Attended Faculty Development Programme (FDP) on 'Contemporary Issues in Higher Education' 20-26 July, 2018 organised by IQAC at Multani Mal Modi College, Patiala.
5. Attended Faculty Development Programme (FDP) on 'Emerging Issues and Challenges in Higher Education' 17<sup>th</sup> -22<sup>nd</sup> July, 2019 organised by IQAC at Multani Mal Modi College, Patiala.