



Name: Dr. Garima Dalal

Designation: Associate Professor

Institution: Institute of Management Studies and Research (IMSAR), MDU Rohtak

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Professional Qualifications

1. M.Com from Department of Commerce, Maharshi Dayanand University, Rohtak in 2002
2. M.Phil. from Department of Commerce, Maharshi Dayanand University, Rohtak in 2003
3. Qualified UGC- SLET in commerce in 2005
4. Ph.D. from Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak in 2013

Employment History

Assistant Professor at Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak from May 2010 till May 2022.

Currently working as Associate Professor at Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak.

Major Areas of Specialization

Finance, Accounting

Doctoral Thesis Supervision

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University Administration Duties

- Provided individualized instructions to keep all students at expected skill level.
- Identified and organized various field trips to enhance curriculum.

- Planned and implemented special university events with the proper coordination with the supportive officials along with the community representatives.
- Member of the organizing committee for National Seminar/Conference.
- Performed various examination duties as Deputy Superintendent and Invigilator.
- Worked for several universities as an examination paper setter.
- Acted as a member of Academic Council.
- Acted as member of Inspection Committee for various colleges.
- Acted as member and convenor of various committees such as Research Advisory Committees, Departmental Research Committees, Admission Committees, Co-curriculum activities & Students' Welfare committees and examination committees.

Publications

Paper in Journals:

- Role of Information Technology in Indian Agriculture. International Journal of Interactive Computer Communication, VOL.01 No. 02, April 2012. Pp 68-74 ISSN No. 2250 –2661.
- Pahal: Shaasan Sudhaar Ki Ore And Transparency International India. Journal of Business Management and Social Sciences Research, vol.2, no 8, August 2013. Pp 17-22 ISSN: 2319-5614.
- Cost of capital, Capital Structure and Value of Firm. International Journal of Research in Commerce, Economics and Management, vol.3, no 8, August 2013. Pp 18-26 ISSN: 2231-4245.
- To Identified the Features of Advertisement Affecting the Purchase of Consumer Towards Brands of Consumer's Goods- A study carried out at Bhiwani district. International Journal of Research in Commerce &management, vol. no.50, 30 august, 2013 ISSN: 2249-605x.
- To Analyze that Advertisements, Boost up the Standards of Living the Society Towards the Brands of Consumer's Goods- A Study Carried out at Bhiwani District. Galaxy International Interdisciplinary Research Journal volume 2 (1),January 2014ISSN: 2347-6915.
- To Study the Factor Affecting the Purchase Decision of Customers Towards the Purchase of Consumer Goods: A Study Carried out at Bhiwani District. International journal of Research in Commerce &Management vol. no.5,(1) January,2014 ISSN:0976-2183.
- To Identified the Best Brand of FMCG Products- A Study Carried out on Rural Masses. Excel International Journal of Multidisciplinary Management Studies vol.4(2), February, 2014 ISSN:2249-8834
- To Evaluate the Factors Responsible for Customer to Switch Over to Another Brand of Consumer Goods- A Study Carried out on Rural Masses. International Journal of Research in Computer Application and Management volume 3, March 2014. ISSN:2277-3622.

- To Study the Satisfaction Level of Customers Towards the Brand of Consumers Goods- A Study Carried out on Rural Masses. *Galaxy International Interdisciplinary Research Journal* volume 2(4), April 2014 ISSN:2347-6915.
- Strategic Issues of make in India campaign. *International journal of research in commerce, IT and Management* vol.5, August,2015 ISSN: 2231-5756
- Online Marketing: A swot Analysis. *The International Journal of Business and Management* vol 3(7), July 2015 ISSN: 2321-8916 .
- The Impact of E-Recruitment towards Attraction of Quality of Applicants. *PIMT Journal of Research*, Volume 13(1), 2020, 22-24. ISSN 2278-7925.
- Emerging Role of Social Networking Sites (LINKEDIN) in E-Recruitment. *Shodh Sanchar Bulletin, Journal of Arts, Humanities and Social Sciences*, Volume 10(40), 2020, 8-12. ISSN 2229-3620.
- A Study on the performance of Skill Development Centres in Haryana. *International Journal of Science and Management Studies (IJSMS)*, Volume 4(6), 2021. ISSN: 2581-5946.
- Board of Directors and Performance of Banks: A Bibliometric Analysis. *Journal of the Asiatic Society of Mumbai*, Volume-XCV, Issue-33, 2022, UGC CARE Group I
- Do consumers buy consciously? Involvement and level of Impulsivity in their buying behaviour. *Econophysics, Sociophysics and Multidisciplinary Sciences* Volume- 11, Issue-2, 2022, UGC CARE Group I.
- Corporate Governance, Bank Performance and Asset Quality. *NMIMS Management Review* Volume-31, Issue-1, 2023, UGC CARE Group I.

Chapter in Edited books:

- A study of Indian derivatives market and global derivatives market. *Financial and Commodities Derivatives*: Jan 2013: Pp 104-108: ISBN 9789382391-12-8.
- Commerce Education in India. *Commerce Education in India : Evolution, Growth and Challenges*: 2013: pp 41-44: ISBN 978-93-81818-18-3.
- Foreign direct investment and emerging opportunities of retail industry in India: A content analysis. *Emerging Issues in Commerce* 2015 Pp449-458 ISBN 978-9380633-37-4.
- Investment options of Indian Retailing industry: special reference to foreign direct investment. *Emerging Issues in Financial Sector in India*. March 2016 Pp 263-270 ISBN 978-93-84249-02-1.
- Marketing Practices of Non-Government Organisations. *Marketing 5.0: Putting up blocks together*. NPA Publishing Company, 2021, 92-96. ISBN: 978-93-90863-14-3

- Viral Marketing. Marketing 5.0: Putting up blocks together. NPA Publishing Company, 2021, 100-105.
- Financial literacy in India: A catalyst for inclusive growth. Academic Publication, 2023
- Understanding the Perspectives of Consumers and Retailers towards Impulse buying behaviour. Bharti Publications 2022.
- Consumer awareness towards solar water pumping system; and empirical analysis. Alankar publishing house, 2023.
- Start-up India: An Initiative of the Indian Government. Gyan Publishing House, 2023

Conference/Seminars/Workshops

Invited Lectures/ Session Chair or Presentations for Conferences:

- Chaired a session in the International Conference held on 4th June, 2022 organized by MDU-CPAS Gurugram

Conferences and Seminars:

- Board of directors and performance: A review paper, International conference Organized by - Sustainable development: Innovation and challenges MDU-CPAS. 4th June, 2022, International conference
- Indian knowledge system: From vedic philosophy to modern management science, National seminar Organized by - Contemporary advancement in science and technology. DHE and Govt. College for Women Gurawara, Rewari. 21st Jan, 2023, National seminar
- Attitude of youth towards entrepreneurial schemes: A study of Rewari district, National seminar Organized by - Women empowerment; DHE and Govt. College Barota (Gohana) 4th Feb, 2023.
- Issues and challenges of management education in India, International seminar Organized by - Water management and sustainable development: Issues and challenges- a geographical perspective; DHE and Department of Geography, PG College, Sidhrawali, 14th Feb, 2023
- Service quality in higher education, National seminar Organized by - Paradigm shift in business and finance. DHE and Govt. College Sampla, Rohtak 16th Feb. 2023
- A study on prevention of cybercrime in India, National seminar Organized by - Powerful weapon to prevent cybercrime: Public awareness. DHE and Vaish College, Bhiwani 5th March, 2023

Workshops Attended:

- Participated in a workshop of Curriculum Development on “Scheme of Examination and Syllabi of BBA program based on NEP-2020” on May 5, 2023.

Faculty Development Program Attended:

- Participated in One Day Sensitization Program held on 25th June 2022 organized by FDC, MDU, Rohtak

Membership of Professional Bodies

- Life member of Indian Commerce Association.
