


Curriculum Vitae

Title	Dr.	First Name	Nishwan	Last Name	Bhatia	
Designation	Associate Professor					
Department	Commerce					
Institutional Email Address	nbhatia@jmc.du.ac.in					
EDUCATION						
Degree	Institution	Year	Details			
PhD	CMJ University, Meghalaya	2013	Titled - LIC vs Competitors - "A study of Performance Post Privatisation"			
MPhil						
CAREER PROFILE						
Organisation/ Institution	Designation	Duration	Role			
Jesus and Mary College	Associate Professor	40 years	Teaching			
AREA OF INTEREST : Corporate Laws, Advertising, Marketing Management, Personal Selling and Salesmanship						

TEACHING EXPERIENCE (Subjects/Courses taught)

Corporate Laws, Insurance, Advertising, Personal Selling and Salesmanship, Marketing Management

PhD (Supervised)

MPhil (Supervised)

HONORS & AWARDS

PUBLICATION DETAILS

Books:

1. 'Elements of Banking and Insurance', Co-authored, PHI Learning Pvt. Ltd., 1st edition, 2007, ISBN No. 978-81-203-3316-1
2. 'Elements of Banking and Insurance', Co-authored, PHI Learning Pvt. Ltd., 2nd edition, 2012, ISBN No. 978-81-2034657-4
3. 'Elements of Banking and Insurance', Co-authored, PHI Learning Pvt. Ltd., 3rd edition, 2023, ISBN No. 978-93-91818-40-1
4. 'Corporate and Compensation Laws', Co-authored, PHI Learning Pvt. Ltd., 1st edition, 2012, ISBN No. 978-81-203-4483-9
5. 'Insurance and Risk Management - Fundamentals & Applications', Co-authored, Pinnacle Publishers, New Delhi, 1st edition, 2018, ISBN No. 938384846-4
6. 'Investing in Stock Markets', Co-authored, Pinnacle Publishers, New Delhi, 1st edition, 2020, ISBN No. 938384862-6
7. Paper titled 'Building Brand Loyalty through Social Media' published in the 'Conference Proceedings' of the International Conference on 'Social Media Marketing- Opportunities and Challenges' held on March 28-29, 2019 at Jesus and Mary College, ISBN No. 978-93-83848-53-9

Journal Articles:

Newspaper Articles:

Papers presented in Seminars/conferences:

1. Presented Paper titled, **Brand Loyalty and Co-creation through Social Media Interactions** in the International Conference on **'Social Media Marketing- Opportunities and Challenges'** held on March 28-29, 2019 at Jesus and Mary College.

2. Presented Paper titled ; **Algorithmic Consumers: A way to Engage or Disengage** in the International Conference on **"India@2030: Third Largest Economy in the World"**, held on 29-30 January, 2024 at Jesus and Mary College.

National Workshops and Seminars Organised:

1. Co-Head, Academic Committee, of the International Conference on **'Social Media Marketing- Opportunities and Challenges'** held on March 28-29, 2019 at Jesus and Mary College.
2. Member, Organising Committee of the International Conference on **'Social Media Marketing- Opportunities and Challenges'** held on March 28-29, 2019 at Jesus and Mary College.
3. Head, Sponsorship Committee for the international conference, **"Social Determinants of Health Inequality & Health inequity: Impact of Covid-19; Strategies for the Future"** , held at Jesus and Mary College on 23-24 February, 2023.

Talks/Lectures:

Participation as Resource Person:

OTHER DETAILS

Preparation of Teaching Material:

Research Projects:

Membership in Professional Bodies:

Orientation and Refresher Courses:

Field Work: