

Curriculum Vitae

Title	Dr	First Name	Savita	Last Name	Rastogi	
Designation	Associate Professor					
Department	Commerce					
Institutional Email Address	srastogi@jmc.du.ac.in					
ORCID ID	0000-0002-5055-8147					
LinkedIn	linkedin.com/in/savita-rastogi-37a754215					
EDUCATION						
Degree	Institution	Year	Details			
B.Com H	DU	1979	First Div			
M. Com	DU	1981	First Div			
MPhil	Department of Commerce, DU	1987	Executive Training and Development -- A Comparative Study of Selected Public and Private Sector Enterprises			
PhD	FMS, DU	1999	Academic Staff Development in Higher Education: Impact Evaluation of CPDHE Courses			
CAREER PROFILE						
Organisation / Institution	Designation	Duration	Role			
Jesus and Mary College	Lecturer	<u>26.9.1981 – 7.8.1989</u>				
--Do--	Senior Lecturer	<u>8.8.1989– 7.8.1997</u>				
--Do--	Reader's Grade	<u>8.8.1987– 31.12.2005</u>				
--Do--	Associate Professor	<u>1.1.2006–Til l Date</u>				

AREA OF INTEREST : Human Resource Management, Organisational Behaviour, Entrepreneurship			
<p>TEACHING EXPERIENCE (Subjects/Courses taught)</p> <p>Courses taught: B Com H, B Com, B A (Commerce Based Papers)</p> <p>Subjects Taught:</p> <ul style="list-style-type: none">I. Human Resource ManagementII. Organisational BehaviourIII. EntrepreneurshipIV. Cost AccountingV. Mercantile LawVI. Company LawVII. Office Management and Secretarial PracticeVIII. Compensation ManagementIX. Management AccountingX. Mathematics for Commerce Students			

PhD (Supervised) Nil

MPhil (Supervised) Nil

HONORS & AWARDS

- I. Best Paper award of the Year (Woman) for paper Published in "Indian Journal for Training and Development", XXIX (4).
- II. Certificate of "Accredited Management Teacher" by All India Management Association, 2009
- III. Best Paper Award "Towards Sustainable Bharat @ 2047: A study of Consumer's Perception & Preferences towards Green Marketing In Selected Cities of India", at International Conference on "Samridh Bharat: A Journey Towards the Third Largest Economy ", 22nd Feb 2024.

PUBLICATION DETAILS

Books:

1. Teachers' Development in Higher Education, Classical, Delhi, 2001,
2. Managerial Training and Development, Classical, Delhi,
3. Entrepreneurship, Satyam, Delhi, 2020, 978-93-89043-43-3
4. Management of Human Resources, Classical, Delhi, 2013, ISBN NO. 978-81-7054-589-7
5. Management of Human Resources, 24/7 publishers, Kolkata, India
6. Compensation Management, Sun India, Delhi, 2007.
7. Human Resource Development in Higher Education, Classical, Delhi, 2009
8. सम-सामयिक राजनीति के विभिन्न आयाम, "दैनिक जागरण" समाचार पत्र से कुछ संकलित लेख (Samsaamyik Bhartiya Rajneeti ke Vividh Aayaam—A collection of Articles from Daily Newspaper 'Dainik Jagran'), Classical, Delhi, ISBN NO. 978-81-7054-528-6, 2010
9. A Select Bibliography on Higher Education, Classical, Delhi, 2004
10. Geet Sudhakar –A Collection of Devotional Songs (ED), Educational Book Service, 2020

CHAPTERS IN EDITED BOOKS

1. "Academic Staff Development in Higher Education" Oza, N. B. And Joshi, K.M.(eds), Higher Education—Issues and Options. Mangal Deep Publications, Jaipur, India. 2001.
2. "Academic Staff Development in Higher Education—Historical and World Scenario", Academic Staff Colleges , Kurukshetra University.
3. "Academic Staff Development in Higher Education—An Overview", Reforms and Innovations in Higher Education, Association of Indian Universities, New Delhi, 2001

Journal Articles:

1. Academic Staff Development in Higher Education, *Indian Journal of Training and Development*, V 29. ISSN 0971-5592, P 3-24
2. Academic Staff Development in Higher Education, *University News*,36(33), 0566-2257, P 1-4, 12
3. Academic Staff Development in Higher Education-An Overview, *University News*,36(44), 0566-2257, P 14-17
4. Academic Staff Development in Higher Education-Historical and World Scenario, *University News*, 37(8), 0566-2257, P 5-8
5. Academic Staff Development in Higher Education --Historical and World Scenario, *University News*, 1998 37(14), 0566-2257, P 2-6
6. Globalisation of Higher Education, *University News*, 39(35), P 11-16.
7. Academic Staff Development in Higher Education, *New Frontiers in Education*,28(3), 0972-1231, P 274-300
8. Professional Development of Teachers in Higher Education: Design of the Refresher and Orientation courses, *New Frontiers in Education*,30(4), 417-429.
9. Gandhi & Environment, *Kalakalp*, 2022, V (7), ISSN 2456-8201, p 74-82
10. The Role of Entrepreneurial Innovative Practices in the Growth of Micro and Small Scale Enterprises, *8M-The Journal Indian Management and Strategy*, July-Sep 2022 (Co author), ISSN 0973-9335, P 4-12.
11. Consumer Adoption of Electric Vehicles: A Systematic Literature Review, *Journal of Commerce & Business Studies*, Special Issue 2021, Co author , ISSN 2322-0767, P 59-75
12. Revisiting Artificial Intelligence in HRM, *SJCC Management Research Review*, December 2022 One of the two authors, ISSN 2249-4359, p 110-128
13. Mobile Advertising and Attitudes of Consumers, *Journal of business Studies*, Dec 2022, One of the two authors, 0975-0150, p 42-53
14. Revisiting Social Entrepreneurship in India, *BHU Management Review* July- December 2021, One of the two authors, 2231-0142, p 76-82.
15. Enabling Digital Inclusive Behaviour Among Women Entrepreneurs In Micro, Small And Medium Enterprises, *International Organisation of Scientific Journal of Humanities and Social Science*, 2022, One of the two authors, 2279-0845, P 26-36
16. Social Entrepreneurship in India: A Bibliometric Approach *The JMC Review*, 2022 , Corresponding Author, 2456-9550, 144-167
17. Impact Evaluation of meditation, *Shabdarnav*, 2023, Part I, Sole author, 2395-5104, p 280-285
18. Mindfulness Meditation, *Vedanjali* 2023, Sole author, 2349-364X, p336-340
19. Eco-Friendly HR for Sustainable Futures: A Comprehensive Bibliometric Exploration of Green Human Resource Management Practices, *Arthavaan* Dec 2023, Corresponding Author, 2455-0353, p 39-49
20. Navigating the Green Marketing Landscape: Understanding Consumer Behaviour and Industry Challenges, *Primax International Journal of Commerce and Management Research* Dec 2023, One

of the two Authors, 2321-3612, p164-172

21. Towards Sustainable Bharat@2047: A Study of Consumer's Perceptions & Preferences Towards Green Marketing in Selected Cities of India, *International Journal of Education Modern Management Applied Science and Social Science (IJEMMASSS)*, Oct-Dec 2023, One of the two authors, 2581-9925, p 159-166
22. विश्व गुरु भारत, *Shabdarnav* July Dec 2023 Part III, One of the two authors, 2395-5104, p 209-212
23. An Emerging Digital Transformational Perspective: A Bibliometric Analysis, *Journal of Business Studies*, Dec 2023. 0975-0150

Papers presented in Seminars/conferences:

1. "Training of Teachers in Higher Education for Multi-Cultural Teaching and Learning" at the annual conference of All India Commerce Association, 29-31 October. 1999, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, India.
2. "Research on the Aspect of Academic staff Development in Higher Education" at the annual Conference of All India Association for Educational Research 15-17 December, 1999. SohanLal Day College of Education, Ambala, India.
3. "Quality Assurance in Higher Education with Reference to India" at International conference on Higher Education for Human Development 22-24 February, 2000, The Association of Indian Universities. JamiaHamdard University, New Delhi.
4. "Challenges for Industrial Relations under Globalized Economy" at National Seminar on Management of Human Resource: Prospects and Challenges, 12-13 March, 2000. Organized by Department of Business Administration, MohanlalSukhadia University, Udaipur, India.
5. "Corporate Governance in the Era of Globalization" at National Seminar on New Corporate Governance in India, M.S.J. College, Bharatpur.
6. "Human Resource Development in Higher Education" at 54th All India Commerce Conference 22-24 December, 2001, Department of commerce, Aligarh Muslim University, Aligarh.
7. "Globalization of Higher Education" at the Conference on Globalization and Challenges for Education-18-20 December, 2001, Organized by National Institute for Educational planning and administration (NIEPA), Delhi
8. "Role of Managerial Training & Development in the Present Age of Globalization" at the 18th IACS International Conference on Canadian Studies: Recent Trends and Future Direction, 26-28 February 2002, at Gurukul Kangri University, Haridwar.
9. "Classroom Challenges –Individualism Vs Democratic Styles in Delivery systems" at the national workshop on "Rethinking Academic Excellence and value Imperatives for quality in Higher Education", May 4-6, 2006, organized by the Centre for Education Beyond Curriculum, Christ College, Bangalore.

10. "India as Destination for Global Sourcing" at the national Seminar on "Advantage India: Horizons of Global Challenges, 2-3 December, 2006, Organized by the Department of Business Administration & NHRM Program, University College of Commerce & Management Studies, Mohanlal Sukhadia University, Udaipur.
11. Lack of Digitalization among women Entrepreneurs in MSMEs at International Conference on "Evolving Business Strategies in a transforming Global environment" January 20-21, 2022, Jesus and Mary College. Delhi University 3
12. "Mindfulness and Meditation (Origin, similarity and Impact)" at International Conference on "Mindfulness 2022", February 4-5, 2022, Indian Institute of Management, Bodh Gaya, India.
13. "Role of Artificial Intelligence in Human resource management" at International Conference on "Human Resource Management", March 4, 2022, Janaki Devi Memorial College, DU.
14. "Role of Entrepreneurial Innovative Practices in the Growth of Micro and Small Scale Enterprises" at International Conference on "Changing Global Economic landscape" March 23-25, 2022, Christ—Deemed to be University, Bangalore, India.
15. "Towards Sustainable Bharat @ 2047: A study of Consumer's Perception & Preferences towards Green Marketing In Selected Cities of India", at International Conference on "Samridh Bharat: A Journey Towards the Third Largest Economy ", 22nd Feb 2024.

National Workshops and Seminars Organised:

S.No.	Year	Details	Place	Period		Sponsoring/Organising Agency
				From	To	
1.	2014	National Seminar "Linking Human Resources to Business Strategies: Emerging Perspectives in Globalised World"	Jesus and Mary College	March 26, 2014	March 27, 2014	UGC/ Jesus and Mary College.
2.	2019	International Conference "Social Media Marketing"	Jesus and Mary College	March 28, 2019	March 29, 2019	UGC/ Jesus and Mary College.
3.	2022	International Conference "Evolving Business Strategies in a Transforming Global Environment"	Online	Jan 20, 2022	Jan 21, 2022	Funds raised through sponsors/ Jesus and Mary College.

4.	2021	Workshop : Self Reliance in Health Through Yoga	Online	15 th June 2021	21st June 2021	Department of Commerce and Physical Education Department, Jesus and Mary College.
5.	2023	All India Commerce Conference	Offline	13 Decem ber	15, Decem ber	Department of Commerce, Delhi University and O P Jindal University, Sonapat, Haryana (Member of the Organising Team).

Talks/Lectures:

JUNE 2021

The Department of Commerce, JMC, undertook a green initiative titled, "Green for Good", to promote plantation habits among students and staff. This initiative was aimed at inspiring more people to practice gardening with the limited resources available.

The students and staff of the commerce department actively participated in this event by showcasing videos of their plants and gardens. These were later uploaded to the department's official account in the form of short and informative instagram reels. The positive response from the viewers indicated that the initiative was a step in the right direction for nature.

Participation as Resource Person:

1. Co-chaired the technical session "New Ventures, Impact Entrepreneur and HR Practice" at International Conference "Evolving Business Strategies in a Transforming Global Environment" 20-21 January, 2022, organized by Jesus & Mary College, University of Delhi,

OTHER DETAILS

Preparation of Teaching Material:

2020-2021 &2021-20 22	Content Preparatio n	Units I-V	M Com Sem III	Strategic Human Resource Management	School of Open Learning, DU	PG	https://web.sol.du.ac.in/info/mcom-semester-iii (units 1-3) & https://web.sol.du.ac.in/info/mcom-semester-iii (units 4-5)
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Research Projects:

“Academic Staff Development in Higher Education (A Comprehensive Bibliography)” Post Doctoral Minor Research Project, Indian Council of Social Science Research, India, 1998-99.

Membership in Professional Bodies:

1. All India Management Association, Life Member
2. Indian Commerce Association , Life member
3. Indian Association for Canadian Studies- Life Member

Orientation and Refresher Courses:

1. Three week "Refresher Course in Commerce' , December 20 -January 9, 1991, CPDHE, DU.
2. Refresher course in "Current Issues in Corporate laws and Financial management and Computer Applications", May 22-June 11, 1992, CPDHE, DU
3. Three week PDP "Computer awareness and Application", June 23 - August 9, 1994, Centre for Professional Development in Higher Education, University of Delhi.
4. Training Course on "Windows 95& DTP Through Pagemaker, November 16-November 27, 1998, Delhi University computer Centre, University of Delhi.
5. Training Course on "Windows 95 MS Word & Powerpoint", 7- 24 December, 1998, Delhi University Computer Centre, University of Delhi.
6. FDP on "Comprehensive e learning to e training-Guide for administrative Work, Online, May 25
7. June 5, 2020, PMMMNMTT, TLC, Ramanujan College, DU.
8. Online Teaching Using LMS-Module, Online, July 17-July 18 2020, GAD TLC of SGTB Khalsa College, DU, under PMMMNMTT.
9. FDP, Online, July 24 July 25, 2020, Jesus and Mary College.
10. Workshop on Case Method, Online, October 19 -October 23, 2020, IIM Indore
11. FDP, "Digital Pedagogy To Enhance Teaching And Learning Experience", Online, December 15-December 21, 2020, Maitreyi College + GLD TLC, under PMMMNMTT.
12. FDP, "Students Centric Pedagogic methods", Online, January 27- February 2, 2021, Janaki Devi Mahavidyalaya with MHFDC, Hansraj College, DU.
13. FDP, "Essentials of Entrepreneurship", Online, March 30-April 3, 2021, DDU with GAD TLC of SGTB Khalsa College, DU, under PMMMNMTT.
14. FDP, "Microsoft Tools for Creating Effective Teaching and Learning Environment", Online, June 7-June 13, 2021, VNC+ MHFDC, DU.
15. Research and Current Trends in Innovation–Research Paper Publications-IPR and Patents–Research Projects and Fund Raising, Online, August 27-August 31, 2021, Institute for Academic Excellence, Hyderabad in collaboration with Jesus and Mary College.
16. One week short Programme on IKS, Online, 16- 21 January, 2023 Department of Commerce, DU, ILLL, and Sri Ram College of Commerce, DU
17. NEP 2020 Orientation and Sensitisation Programme , Online, 17- 30 November 2023, MMTTC, NEHU, Shillong.

Field Work:

- Collected primary data from managers in Business organisations working both in the private sector and public sector organisations for MPhil research to collect data about managerial training and development.
- Collected primary data from teachers working in different colleges of Delhi University for PhD research titled - Academic Staff Development in Higher Education—Impact Evaluation of CPDHE Courses