

Dr. Nishwan Bhatia

Associate Professor, Department of Commerce

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Dr. Nishwan Bhatia is an Associate Professor in the Department of Commerce, Jesus and Mary College, Delhi University; permanent faculty with over 35 years of teaching experience. She has been a rank holder throughout her school and college days. Her areas of specialisation include subjects like insurance, corporate laws compensation laws, business organisation, business management, business law, advertising and marketing. She is the co-author of the books titled 'Insurance and Risk Management' and 'Investing in Stock Markets' as well as renowned books titled 'Corporate and Compensation Laws' and 'Elements of Banking and Insurance'.

Qualifications: B.Com (Prog.), M.Com, PhD in Insurance

Papers Taught: Insurance, Corporate Laws, Compensation Laws, Business Organization, Business Management, Business Law, Secretarial Practice, Office Management, Advertising, Personal Selling and Marketing Management.

Specialisation: Insurance; Corporate Laws

College Societies

- Convenor - IRIS, The Fine Arts Society.

Academic Responsibilities:

- Teacher-in-charge, Commerce Department (March 2004 to March 2006)
- Teacher-in-charge, NCWEB, Jesus and Mary College Centre (July 2013 to Sep. 2014)

Other Responsibilities:

- Has been organising various Fine Arts Events as Convenor of Fine Arts Society since 1984.
- Member, Organising Committee in the international Conference on 'Social Media Marketing – Opportunities and Challenges' held on March 28-29, 2019 at Jesus and Mary College.
- Co-Head, Academic Committee in the international Conference on 'Social Media Marketing – Opportunities and Challenges' held on March 28-29, 2019 at Jesus and Mary College.

Publications: Books/Course Material/Articles

- 'Elements of Banking and Insurance', co-authored with Dr. Jyotsna Sethi, PHI Learning Pvt. Ltd., New. Delhi , 1st. Edition, 2007, ISBN: 978-81-203-3316-1
- 'Elements of Banking and Insurance', co-authored with Dr. Jyotsna Sethi, PHI Learning Pvt. Ltd., New. Delhi, 2nd. Edition, 2012 (6th Reprint), ISBN: 978-81-2034657-4
- 'Corporate and Compensation Laws', co-authored with Dr. Jyotsna Sethi, PHI Learning Pvt. Ltd., New. Delhi , 1st. Edition, 2012, ISBN: 978-81-203-4483-9
- 'Insurance and Risk Management - Fundamentals & Applications', co-authored with Ms. Charu Sarin, Pinnacle Publishers, New Delhi, 1st. Edition, 2018, ISBN: 938384846-4
- 'Investing in Stock Markets ', co-authored with Ms. Charu Sarin and Ms. Saloni Arora, Pinnacle Learning, New Delhi, 1st. Edition, ISBN No.: 938384862-6
- 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: 978-93-83848-53-9

Papers presented at National/International Conferences:

- 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.