

Ms. Charu Sarin Arora

Assistant Professor, Department of Commerce

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Ms. Charu Sarin Arora is an Assistant Professor in the Department of Commerce, Jesus and Mary College, University of Delhi. She is an ad-hoc in the department since January, 2014. Ms. Sarin has completed her Bachelors and Masters from University of Delhi. She has over 7 years of teaching experience and there are several research articles in the refereed and peer reviewed journals and paper presentations in national and international conferences to her credit. She has also co-authored two books. She was the member of organising committee for the International Conference on Social Media Marketing: Opportunities & Challenges organised by the Department of Commerce, Jesus and Mary College held on March 28-29, 2019.

Qualifications:

- B.Com (Hons.), University of Delhi (2007-10)
- M.Com, Department of Commerce, Delhi School of Economics, University of Delhi (2010-12)
- MBA in Marketing, ICFAI University, Tripura (2017-19)

Papers Taught: Financial Management, Investing in Stock Markets, International Business, Advertising, Foreign Exchange Management, Insurance and Risk Management, Micro Economics, Indian Economy.

Specialisation: Finance, Marketing and Law

Awards and Recognition:

- Awarded Prof. K.P. Mathur Memorial Award for securing highest marks.

College Societies:

- Co-Convenor, E-Cell from 2018 till present
- Co-Convenor, Fine Arts Society from 2018 till present

Academic and Other Responsibilities:

- Paper setting of B.Com (Hons.) Annual part III examination May/June 2019 for Macro Economics.
- Core team member of Jesus and Mary College's annual cultural fest MONTAGE – 2017-2019
- Organising team member of the Golden Jubilee International Conference of the college in 2018.
- Organising committee member of Anti Plastic cum Recycling Initiative, 2019.
- Convenor, Fine Arts Society from 2017-18
- Faculty member Website Committee, E-Cell (2016-18), Green Society (2014-16)
- Organising Committee member of International Conference on Social Media Marketing (ICSMM-19).

- Organising Committee member of UGC Sponsored National Business Convention on 'Social Media Linkages' by the Commerce Department of Jesus and Mary College, March 2016.
- Organising Team Member of Seminar 'Linking Human Resources with Business Strategies', Jesus & Mary College, University of Delhi; March 26-27, 2014

Publications:

Research Articles

- 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
- Paper titled, 'Word of Mouth Marketing: Consumer's Participation' published in 'The International Journal of Business and Management' in 2014. ISSN: 2321:8916.
- Paper titled, 'Motives of Buyback: An Empirical Study of Select Indian Companies' published in 'International Journal of Commerce, Business and Management' in 2013. ISSN: 2319:2828.
- Paper titled, 'The Booming Power of Small' published in 'International Journal of Innovative Research & Studies' in 2014. ISSN: 2319:9725.
- Paper titled, 'Class Action Law Suits: A Step Forward in Investor's Protection' published in *Academica*. ISSN: 2249:7137
- Paper titled, 'Green Marketing: A Holistic View and Case Study of ONGC' published in 'International Journal of Research in Commerce and Management'. ISSN: 0976-2183.
- Paper titled 'SHG Bank Linkage Program: A Priority State Analysis' published in 'SAARJ Journal of Banking & Insurance Research'. ISSN: 2317:1422
- Article titled, 'An Appraisal of Food Safety and Management in India' published in the book titled 'Dynamics of Food Security in India'. ISBN: 978-93-82885-1-84

Books

- Co-Author of the book titled, 'Insurance and Risk Management: Fundamentals & Applications'. Pinnacle Learning, 2018.
- Co-Author of the book titled, 'Economic Development and Policy in India'. Galgotia Publishing Learning, 2015.

Paper Presentations

- Paper titled, 'Sustainability Marketing through Social Media: An Empirical Study' in VII International Conference on Sustainability, IIM Shillong, November 29th to December 1st, 2018.
- Paper titled, 'Brand loyalty and co-creation through social media interactions' in International Conference on Social Media Marketing - opportunities and challenges, ICSMM-19, March' 2019.
- Paper titled, 'Green Consumerism: A Fad or a Sustainable Approach - An Empirical Study' in XIVth International Conference on Business Sustainability in 21st Century: Managing People, Planet, Profit organized by Jagannath International Management School (JIMS) and PHDCCI February 2019. Paper published in the conference book.

- Paper titled, 'Skill development through Social Entrepreneurship' in XIIth International Conference on 'Business 2025: Driving growth through strategic Innovation, Entrepreneurship and Digitisation' organized by Jagannath International Management School (JIMS) and PHDCCI, February 2018. Paper published in the conference book.
- Paper titled, 'Social Media Behaviour of Young Users in Delhi: An Assessment' in UGC sponsored National Seminar, Zakir Hussain College (Eve.), University of Delhi, November 2015.