

MS GURPREET KAUR

Assistant Professor, Department of Commerce

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Gurpreet Kaur is presently an Assistant Professor in Jesus and Mary College, University of Delhi. She is an adhoc in the department since August, 2017. Besides this she has an industry experience as a Jr. Associate – Investment Banking in Moody’s Analytics, Gurgaon. She has also served as a PR analyst Cyborg Cyber Forensics and Information Security Pvt. Ltd.

Qualifications

- B.Com (Hons.), Jesus and Mary College, University of Delhi, New Delhi (2009-12)
- M.Com, Amity University, Noida (2013-15)

Membership of Professional Bodies

- Indian Accounting Association NCR Chapter: Life Member

Papers Taught

Fundamentals of Investment; Investing In Stock Markets; Financial Markets, Institutions and Financial Services; Cyber Crime & Laws; Corporate Law; Computer Applications & Business; E-commerce; Personal Selling & Salesmanship; Business Organization and Management; Modern Business Organization.

Specialisation

Teaching: Finance & Investment ; Cyber Crime

College Societies

- Teacher In-charge JMCEP Society
- Teacher In-charge ECell

Selected Publications: Books/Course Material/Articles

1. “Bitcoin : A Massive Disruptive Technology, Changing the Status- quo of Traditional Investment Asset Classes” Title of book : “Business 2025: Driving growth through

strategic Innovation, Entrepreneurship and Digitisation”, Name of publisher : Bloomsbury India ,Year of publication : 2018 , ISBN No : 978-93-87471-67-2.

2. “Alignment of Performance Management System with organisational culture-special reference to NTPC” , Journal Name: Excel India Publishers, ISBN No 978-93-84869-51-9 , V-1.

Participation in National/International Conferences:

1. ‘Paper presentation At XIIIth International Conference organised by Jagannath International Management School (JIMS) and PHDCCI - Title of chapter : “ Bitcoin : A Massive Disruptive Technology, Changing the Status- quo of Traditional Investment Asset Classes”
2. Presented the paper titled “E-HRM Perspective in E-Commerce” in International Conference on e-Business held at TAPMI SCHOOL OF BUSINESS, Manipal University Jaipur.

Other responsibilities

Member, Organizing Committee in the International Conference on ‘Social Media Marketing – Opportunities and Challenges’ held on March 28-29, 2019 at Jesus and Mary College.