

## **Ms.KASHNIE SINGH**

**Assistant Professor, Commerce Department.**

*Email Id: kashnie08@gmail.com*

Kashnie Singh is presently an Assistant Professor in Jesus and Mary College, University of Delhi. She is an adhoc in the department since July, 2017. She has co- authored a book on 'Marketing Management' and authored a chapter in the book on Business Organisation and Management in 2017. She completed intermediate level of ICWA in 2013.

### **Qualifications**

- B.Com (Hons.), Sri Guru Gobind Singh College of Commerce, University of Delhi, New Delhi (2010-13)
- M.Com, Sri Guru Gobind Singh College of Commerce, University of Delhi, New Delhi (2013-15)

### **Membership of Professional Bodies**

- Indian Accounting Association NCR Chapter: Life Member

### **Papers Taught**

Financial Accounting, Corporate Accounting, E-commerce, Managerial aspect of Small enterprise

**Specialisation:** Accounting

### **College Societies**

- Member, Hindi Dramatics Society.
- Member, Jesus and Mary College Education Programme (JMCEP)

### **Selected Publications: Books/Course Material/Articles**

1. Marketing Management (2017) : Co-authored, ISBN no. **978-93-5139-515-7**
2. Business Organisation and Management (2017) :Chapter authored, ISBN no. **978-93-5139-514-0**

### **Selected Papers presented at National/International Conferences:**

Presented paper titled 'Social media: What makes it and breaks it with focus on Hashtag Activism' in the International Conference on 'Social Media Marketing – Opportunities and Challenges' held on March 28-29, 2019 at Jesus and Mary College.

**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.