

MS. PRIYANKA MARWAH ANAND

Assistant Professor, Commerce Department.

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Priyanka Marwah is an Assistant Professor. Her Masters and Bachelors degree is from Delhi University. She is an adhoc in the department since August, 2016. Her specialisation is in the area of Finance and Business Statistics. She has research publications and a book on 'International Business' in the capacity of co-author to her credit.

Qualifications

- B.Com (Hons.), Daulat Ram College, University of Delhi, New Delhi (2010-13)
- M.Com, Hindu College, University of Delhi, New Delhi (2013-15)

Membership of Professional Bodies

- Indian Accounting Association NCR Chapter: Life Member

Papers Taught

Business Statistics, Insurance and Risk Management, Advertising, Computer Applications in Business, Cost Accounting, Indian Economy

Specialisation: Finance and International Business

College Societies

Member, National Cadet Corps

Selected Publications: Books/Course Material/Articles

- "Social entrepreneurship: A few case study published in CASIRJ
- "Road to GST: Miles to go" published in KAAV Publications
- "Goods and services tax: Awareness and opinion of the Indian youth" published in TAJMMR Journal
- "Monetary Policy Committee: Many heads better than one?", 2017 published in AJMR Journal

Selected Papers presented at National/International Conferences:

- Presented paper titled 'Leveraging Big data analytics in Banking sector in India: Seizing opportunities, preserving challenges' in the International Conference on Leveraging Big Data Analytics for Global Business Excellence.

- Presented paper titled ‘Social media marketing and customer equity: A study of luxury fashion brands’ 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.