



Name: Gaurav Gupta

Designation: Assistant Professor
P.G. Department of Commerce

Specialization:

- a. Accounting
- b. Income Tax
- c. Marketing Management

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Education Qualifications:

M.Com. (May 2015, Punjabi University, Patiala)
UGC-National Eligibility Test (NET)- June 2015

Professional Experience:

- Multani Mal Modi College, Patiala (Punjab.), India (July, 2018 to till date)
- G.S.S.D.G.S. Khalsa College, Patiala (Punjab), India (July 2017 to May 2018)
- G.S.S.D.G.S. Khalsa College, Patiala (Punjab), India (July 2016 to April 2017)

Teaching Interests:

- Corporate Accounting
- Cost Accounting
- Marketing Management
- International Finance

Research Interest:

- Human Resource Management, Organisational Citizenship Behaviour, Marketing Management

Publications

1. A study of rising Non-Performing Assets in the Banking Sector of India and its Implications pp: 139-145 PIMT Journal of Research (Bi-Annual Peer- Reviewed Journal) (Vol.12; No.1 July-Dec 2019) ISSN: 2278-7925
2. Tween Marketing: Emerging Marketing Strategies in Modern Business Environment pp: 59-71 PCMA - Journal of Business (A Biannual Publication) (Vol.11, No.2 July- December 2018) ISSN: 0974-9977
3. Revamping India's Education Sector pp: 187-199 International Journal In Applied Studies and Production Management (Vol.4, Issue: 1, May 2018) ISSN 2394-840X
4. Collapse of Oil Market: Causes and Its Impact on Global Economic Factors pp:811-820 International Journal of Creative Research Thoughts , (Vol.6, Issue: 2, April 2018) ISSN 2320-2882
5. A study of Progressive Model of Microfinance in India pp: 591-595 (Vol.4, Issue: 4, December 2018) ISSN 2454-4248
6. Digital Payments-Analysing the surging Cyber Threats pp: 9-13 (December, 2017) SGTBIM&IT ISSN: 978-81-906342-8-1
7. Impact of MLM Product Attributes on Customer Perception while Purchasing the Products pp:16-22 PIMT Journal of Research (Bi-Annual Peer- Reviewed Journal) (Vol.9; No.2 January-June 2017) ISSN: 02278-7925

Conference / Seminars

A) Resource Person / Invited Lectures:

1. Resource Person in National Conference on New Paradigms In Commerce, Management, Education and Technology-2018 in India 27th April, 2018 Guru Kashi University & PCMA Talwandi Sabo (Bathinda)
2. Event Secretary in Recent Progressions in Economics, Commerce, Management, IT, Tourism and Agriculture in India 9th November, 2019 PIMT & PCMA Alour, Khanna
3. Event Secretary in Impact Of Global Economic Crisis on the Future of Commerce & Business in India 24th January, 2020 Mata Gujri College & PCMA Fategarh Sahib

B) Paper presented:

1. *Role of Financial Services of India Post* in the National Conference on Skill Development in Higher Education 22nd August 2015, at A.S. College, Khanna.
2. *Learning from Spirituality & Management Principles for handling Organizational Stress* in the International Conference on Spirituality and Management 27-28 November 2015 at Shri Guru Teg Bahadur Khalsa College, Sri Anandpur Sahib.

3. *Spirituality and Strategic Leadership: The Influence of Spiritual belief on Strategic Decision Making* in the UGC Sponsored Interfaith National Conference on Leadership 10 September, 2016 at Khalsa College, Patiala.
4. *Conflicts between Actual Accounting Practice & Ethical Issues* in the International Conference on Business Ethics and Corporate Governance on 22-23rd September, 2017 at GNA University, Phagwara.
5. *Digital Payments- Analysing The Surging Cyber Threats* in the National Conference on Globalizing Brand India Through Business Leadership and Digital Innovation on 22-23 December, 2017 at SGTBIM&IT, New Delhi.
6. *The changes in Consumer Behavior after the popularisation of the Internet* in the National conference on New Paradigms in Commerce, Management, Education and Technology-2018 on 27th April, 2018 at Guru Kashi University, Talwandi Sabo.
7. *Role of Innovations in marketing strategies and Applications* in the International Conference on "Transformation through Innovations" Strategic Applications of Management, IT, Mathematics and Basic Sciences on 16-17th March, 2019 at SCD Government College, Ludhiana.
8. *A comprehensive Analysis of Goods & Services Tax in India* in the National Conference on Transforming Indian Business in changing Economic Environment on 6th April, 2019 at Hindi Kanya College, Kapurthalla.
9. *The Impact of Climate Change on International Business Strategies* in the National Conference on Recent Progressions in Economics, Commerce, Management, IT, Tourism and Agriculture in India on 9th November, 2019 at PIMT, Alour, Khanna
10. *Influences of Ethics and Values on Organizational Citizenship Behavior: A Review in the* International Conference on Ethics and Management in Trade, Health Care and Politics on 29th December, 2019 at School of Management Studies, Punjabi University, Patiala.
11. *Impact of Global Financial Crisis on the Indian Economy* in the International Conference on Impact Of Global Economic Crisis on the Future of Commerce & Business on 24th January, 2020 at Mata Gujri College, Fatehgarh Sahib.

Programmes, Workshops and Training Courses:

1. Attended One Day National Seminar on 'Higher Education For Development & Role of Teachers' 16th July, 2017 at G.S.S.D.G.S. Khalsa College, Patiala.
2. Attended Workshop on 'International Workshop on Creating Critical Thinking in Teaching of commerce & Management Education' 9th October, 2017 at School of Commerce & Management, G.S.S.D.G.S. Khalsa College, Patiala

3. Attended Khalsa College Global Punjabi Conference on 21-22 February, 2018 at G.S.S.D.G.S. Khalsa College, Patiala.
4. Attended Faculty Development Programme (FDP) on 'Contemporary Issues in Higher Education' 20-26 July,2018 organized by IQAC at Multani Mal Modi College, Patiala.
5. Attended Faculty Development Programme (FDP) on 'Emerging Issues and Challenges in Higher Education' 17th -22nd July,2019 organized by IQAC at Multani Mal Modi College, Patiala.
6. Attended Financial Management for Managers 24 - 25 April, 2020 organized by Nandha College of Technology.
7. Attended Towards excellence in Higher Education in India in the 21st Century: Challenges & Opportunities 1 May, 2020 organized by Guru Angad Dev Teaching Learning Centre. A centre of MHRD under PMMMMNMTT.
8. Attended Changing Paradigm of Research In Covid Era 12 May, 2020 organized by Shivaji College, University of Delhi.