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| **Name of the Faculty**: Ms. Inakshi | |
|  | **Designation:** Assistant Professor  **Department:** Commerce |
| **Education:**  B.Com(H)  MBA |
| **Contact info:**  [inakshi@ramanujan.du.ac.in](mailto:inakshi@ramanujan.du.ac.in)  9971563601  <https://www.linkedin.com/in/inakshi/> | **Teaching Experience: 7 years**  **Areas of Interest**  **Teaching:**  Digital Marketing  Core Marketing concepts  Production and operations management  **Research:**  Marketing  Advertising  Nutrition |
| 1. **Subjects Taught:**   1. Production and Operations Management 2. Digital Marketing 3. Principles of Marketing 4. Entrepreneurship and New Venture Creation 5. India's Diversity and Business 6. Performance and Compensation Management 7. Business Ethics and Corporate Governance 8. IT Tools for Business 9. Statistical Software Package (SPSS)  10. Business Research  11. Company Law 12. Finance for everyone | |
| **Research:** | |
| **Publications:**   1. Inakshi, 2017, INDIAN DEMONETISATION: A REVIEW OF THE 2016 FINANCIAL HIJACK OF THE INDIAN ECONOMY, INSPIRA- Journal of Modern Management and Entrepreneurship (JMME) Volume: 07 No. 03., Impact Factor of the Journal-2.0546 (45138). 2. Inakshi, 2017 ,MENTORING’S IMPACT ON LEADER EFFICACY DEVELOPMENT, INSPIRA- JOURNAL OF COMMERCE, ECONOMICS &amp; COMPUTER SCIENCE ,Volume 03,No. 02,. Impact Factor of the Journal-2.0546 (48314). 3. Inakshi, 2017,START-UP INDIA: STRATEGIES, OPPORTUNITIES AND CHALLENGES, INSPIRA- Journal of  Modern Management and Entrepreneurship (JMME)  Volume  07,  No. 04, Impact Factor of the Journal-2.0546 (45138) 4. Inakshi - “SOCIAL IMPACT OF FOOD ADVERTISING: A STUDY”,PEZZOTTAITE JOURNALS,International Journal of Applied Services Marketing Perspectives ,Volume 6, Number 2, Impact Factor of the Journal-(47673). 5. Inakshi and Deepti Gupta, 2017,SOCIAL MEDIA MARKETING: A REVIEW ON TRENDS, DIRECTIONS &amp; DIFFUSION”, INSPIRA- JOURNAL OF COMMERCE, ECONOMICS &amp; COMPUTER SCIENCE ,Volume 03,No. 02,Impact Factor of the Journal-2.0546 (48314) | |
| **Research Guidance**  None | |
| **Books/Chapter:**  Human Resource Management (English, Hardcover) by Dr. Sangeeta Mohan and Ms. Inakshi | |
| **Conferences-Seminars Presentations and Participations:**   |  | | --- | | International Conference on Advances in IoT, Security with AI  Program Committee Member  *Deen Dayal Upadhyaya College, University of Delhi* | | Annual International Commerce Conference on भारत @ 2047: Role of Commerce and Business  Program Committee Member  *Deen Dayal Upadhyaya College ,* *University of Delhi* | | National Seminar on Contemporary Strategies for Sustainable Development: Marketing and HR  Program Committee Member  *Deen Dayal Upadhyaya College ,* *University of Delhi* | | International Conference on Global Vision 2030: Challenges and Opportunities  Delegate  *Deen Dayal Upadhyaya College ,* *University of Delhi* | | |
| **Any Other (as per requirement)** | |