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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.in9971563601<https://www.linkedin.com/in/inakshi/> | **Teaching Experience: 7 years****Areas of Interest****Teaching:** Digital MarketingCore Marketing conceptsProduction and operations management**Research:** MarketingAdvertisingNutrition |
| 1. **Subjects Taught:**

1. Production and Operations Management2. Digital Marketing3. Principles of Marketing4. Entrepreneurship and New Venture Creation5. India's Diversity and Business6. Performance and Compensation Management7. Business Ethics and Corporate Governance8. IT Tools for Business9. Statistical Software Package (SPSS)10. Business Research11. Company Law12. 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:**

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| 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 HRProgram Committee Member *Deen Dayal Upadhyaya College ,* *University of Delhi* |
| International Conference on Global Vision 2030: Challenges and OpportunitiesDelegate*Deen Dayal Upadhyaya College ,* *University of Delhi* |

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| **Any Other (as per requirement)**  |