



**ZAKIR HUSAIN DELHI COLLEGE**  
(University of Delhi)

**Faculty Details**

(Please Fill the form and Email it to [website@zh.du.ac.in](mailto:website@zh.du.ac.in))

<b>Title:</b> Dr.	<b>First Name:</b> Swati	<b>Last Name:</b> Aggarwal	<b>Photograph</b>
<b>Designation</b>	Associate Professor		
<b>Address</b>	Kalypso Court-10, JayPee Wishtown, Noida, Sector-128, UP		
<b>Phone Number</b>	<b>Office</b>	011-23233420	
	<b>Residence</b>		
	<b>Mobile</b>	9811240003	
<b>Email Id</b>	<a href="mailto:swatiagggarwal@zh.du.ac.in">swatiagggarwal@zh.du.ac.in</a>		
<b>Web Page</b>			
<b>Educational Qualification</b>			
<b>Degree</b>	<b>Institution</b>	<b>Year</b>	
B.Com. (Hons.)	University of Delhi	1998	
M.Com.	University of Delhi	2000	
M.Phil.	University of Delhi	2007	
Ph.D.	University of Delhi	2015	
<b>Career Profile</b>			
<ul style="list-style-type: none"><li>Teaching in Zakir Husain Delhi College since 2001 and presently working as Associate Professor in Department of Commerce, Zakir Husain Delhi College.</li></ul>			
<b>Administrative Assignments</b>			
<ul style="list-style-type: none"><li>NSS Programme Officer at Zakir Husain Delhi College presently and also from 2019 to 2021.</li><li>Teacher-in-charge of Department of Commerce for the academic session 2024-25.</li><li>President of commerce society in 2014-2016 and 2018.</li><li>Member of different committees like Maintenance Committee, Entrepreneurship Cell, Garden Committee, Annual Day Committee, Staff Requirement Committee, Prospectus Committee, AKAM, NSS, NAAC sub-Committee, and Vigilance Awareness Committee, at college level in different years.</li><li>Co-Convener of UGC sponsored One Week Faculty Development Programme in 2016.</li></ul>			

<b>Areas of Interest / Specialization</b>
<ul style="list-style-type: none"> <li>• Marketing &amp; Corporate Law</li> </ul>
<b>Subjects Taught</b>
<ul style="list-style-type: none"> <li>• Principles of Marketing</li> <li>• Company Law</li> </ul>
<b>Research Guidance</b>
<ul style="list-style-type: none"> <li>• Supervisor to a research scholar pursuing Ph.D. in Marketing from Department of Commerce, University of Delhi.</li> <li>• Research advisory committee member of four research scholars enrolled in Ph.D. from Department of Commerce, University of Delhi.</li> </ul>
<b>Publications Profile (in the last five years)</b>
<ul style="list-style-type: none"> <li>• Paper titled, A Study on Emerging Trends of Cybercrimes in India, published in Tecnia Journal of Management Studies, Vol. 17(2), in October – March 2023, pp 9-13, ISSN 0975-7104.</li> <li>• Paper titled, NPTEL technology enhance learning initiative, published in Parichay Maharaja Surajmal Institute Journal of Applied Research, Vol. 5(2), in July-December 2022, pp 13-16, ISSN 2581-7515.</li> <li>• Paper titled, A Study on Consumer Engagement through OTT Platforms in India, published in Journal of Applied Research in Humanities, Language and Social Sciences, Vol. 1(2), in April 2022, ISSN 2583-2999.</li> <li>• Paper titled, An Analysis of India’s Economic Policy Response to Combat Covid-19, published in Tecnia Journal of Management Studies, Vol. 16(1), in 2021, pp 61-66, ISSN 0975-7104.</li> <li>• Paper titled, Access and Awareness of Whistleblowing Policy among Employees, published in Shodh Sarita, Vol. 8(29), in 2021, pp 182-188, ISSN 2348-2397.</li> <li>• Paper titled, An investigation into corporate trust and its linkages, published in Journal of Business Research, Vol. 117, in September 2020, pp-806-824.</li> <li>• Paper titled, Integrating a Whistleblowing Mechanism – Commitment of Top Management, published in Journal of Commerce and Business Studies, Vol. 7(1&amp;2), in 2020, pp 39-45, ISSN 2322-0767.</li> </ul>

**Conference Organization/ Presentations (in the last five years)**

- Co-convener of National Youth Convention ‘Taarunya’, at Zakir Husain Delhi College, University of Delhi, for the years 2019, 2022, 2023 & 2024.

**Research Projects (Major Grants/Research Collaboration)**

- Co-PI of ICSSR Research Project on title, Emergence of New Self-reliant India – Transforming Challenges into Opportunities in Context of Covid-19, in 2021.

**Awards and Distinctions****Association With Professional Bodies****Other Activities**

- Edited book on ‘Digital Marketing Outreach: The Future of Marketing Practices’ published from Routledge Publications 2022, ISBN: 978-0-367-13750-2.
- Authored book on ‘Principles of Marketing’ published from Taxmann Publications (P.) Ltd., First Edition July 2018, ISBN: 978-9387-957831.
- Authored book on ‘Managing relationships with customers’ published from Book Age Publications, First Edition 2017, ISBN: 978-93-83281-77-0.
- Editor and Co-Ordinator of e-content of Corporate Law subject for B.Com.(Hons.) 1<sup>st</sup> Year, School of Open Learning, University of Delhi.
- Has been a member of syllabus restructuring committee of Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi.
- Associated with Consortium for Educational Communication (An-Inter-University Centre of University Grants Commissions on Electronic Media).
- Session chair at various National and International conferences/seminars.

- Participated in One Week Online Faculty Development Program on “New Trends in Higher Education: NEP2020 and Pedagogical Transformation” at Savitribai Phule Pune University, Maharashtra from 22<sup>nd</sup> September 2020 to 28<sup>th</sup> September 2020.
- Participated in Two-week (Online) Faculty Development Program on ‘Transformation of Higher Education: Issues and Road Ahead’ at Mahatma Hansraj Faculty Development Centre, Hansraj College, University of Delhi from 28<sup>th</sup> September 2020 to 12<sup>th</sup> October 2020.
- Participated in One-week (Online) Faculty Development Program on ‘Fundamentals of Empirical Research’ at S.G.T.B. Khalsa College, University of Delhi from 28<sup>th</sup> September 2020 to 6<sup>th</sup> October 2020.