



**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>	<b>First Name</b>	<b>Last Name</b>	<b>Photograph</b>
Ms.	Vani	Kanojia	
<b>Designation</b>	Assistant Professor		
<b>Address</b>	46- C.S.P Flats East of Kailash New Delhi-110065		
<b>Phone Number</b>	<b>Office</b>		
	<b>Residence</b>		
	<b>Mobile</b>	+91-9871035652	
<b>Email Id</b>	vani.kanojia@zh.du.ac.in		
<b>Web Page</b>	N.A.		
<b>Educational Qualification</b>			
<b>Degree</b>	<b>Institution</b>	<b>Year</b>	
B.com (Hons.)	Hindu College, University of Delhi	2013	
M.Com	Shaheed Bhagat Singh College, University of Delhi	2015	
UGC - NET JRF	UGC	2015,2018,2019,2022	
Ph.D. in Marketing	Gautam Budha University, Greater Noida	Pursuing	
<b>Career Profile</b>			
<p>With a comprehensive background in academia, I have contributed significantly to the educational landscape of the University of Delhi. Serving as an Assistant Professor at Daulat Ram College, Dedicatedly serving years to cultivating a dynamic learning environment and actively engaging students in the pursuit of knowledge. From 2019, I brought my expertise to several colleges as the role of Guest Lecturer and imparting valuable insights to students. Additionally, my contributions extended to the Non-Collegiate Women's Education Board (NCWEB) at Motilal Nehru College (2017-2018), PGDAV College (2019-2020), and Maitreyi College (2020-2021), where I served as a Guest Lecturer. These experiences</p>			

underscore my commitment to academic excellence and the holistic development of students within the higher education landscape.

### **Administrative Assignments**

- Active member of **Cyber Cell of Daulat Ram College, University of Delhi** since August 2018. The cell is to facilitate and provide a platform to learn about cyber world through various workshops, seminars to be aware and cautious about their security and this world.
- Jury in the **Cyber Quiz and Treasure Hunt** competition by Cyber Cell (under supervision of Commerce Dept.) on 15<sup>th</sup> February 2019 under Annual Inter College Fest “**ENCRYPT19**”.
- Remained instrumental in the smooth conduct of events by Commerce department of the college since inception (joining). I have been acknowledged and appreciated for extended efforts in the college’s commerce department annual events like **COMVISION, Ms DRC, MANJARI** (Annual Fest), Freshers’, Farewell parties and judged various events.
- I have also been working in **ECA Committee** as a core member to manage ECA admissions and various events.

### **Areas of Interest / Specialization**

Marketing and Law

### **Subjects Taught**

Marketing, Advertising, Law, Human Resource Management, Human Resource Development

### **Research Guidance**

N.A.

### **Publications Profile**

- Co-authored “Digital Engagement of Customer: Enchanting the Users” ISRI VOL 7 (5), ISSN: 2230 – 7850 JUNE 2017.
- “Revisiting Economic Globalization in the Sustainable Open Exchange System”, Chapter 23, Global Tariff War: Economic, Political and Social Implications, Emerald Publishing Limited.
- Co-authored “Financial Inclusion Through Microfinance: Is It Possible?”, Chapter 39, Microfinance to combat Global recession and Exclusions: An Empirical Investigation, Palgrave Macmillan.
- “Practical or Impractical”, opinionated article in July 2019, The Pioneer, Available at <https://www.dailypioneer.com/2019/columnists/practical-or-impractical-.html>.
- “Adopt a sustainable lifestyle for Earth’s sake”, opinionated article in November 2019, The Pioneer.

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

- Presented in, ICSSR Sponsored 6th International Conference (MESD '23) November, 2023 on "A review of Government policies for the Development of Electric vehicle in India". Organized by the Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi.
- Presented in, International Research Conference (November 2023) on "Innovations and Transformation Impacting Economy and Business in the Digital Era". Organized by Lal Bahadur Shastri Institute of Management, Delhi.
- Presented in, International Conference on Sustainable Development in Commerce, Management & Technology (February 2023) on Presentation on "Factors influencing Consumer Purchase intentions of Sustainable and Green Electric Vehicles" Organized by Research Affairs Committee, Rajdhani College, University of Delhi, Indian Commerce Association, Delhi-NCR Chapter, & Pinaki Techno, India.
- Presented in, Dept. of Commerce and IQAC, Zakir Husain Delhi College, University of Delhi Conference (May, 2022) 6th international conference on "Disruptive Innovation and Digital Transformation in Business Management" Presentation on "A theoretical framework for drivers and barriers to the adoption of electric vehicles".
- Presented in, School of Management, Gautam Buddha University (April, 2022) Presentation on "Changing role of Information Technology in medium and small-scale industries "on "Achievement of Indian Economy: with reference to the Village, Youth, Economy, Women, Environment, Digitalization, and Industries".

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

N.A.

**Awards and Distinctions**

N.A.

**Association With Professional Bodies**

N.A.

**Other Activities**

- Member and Director, Rotaract Club of DOC, Delhi School of Economics: 2014-2015.
- Polio Campaign in slums, North Delhi Community.
- Project BACHPAN, health, and sanitation awareness campaign in MCD Schools across Delhi state, Delhi.
- Rotary Adult Literacy Program.
- Member, Swachhta Abhiyan Committee, Department of Commerce, DSE: 2015.