Dr. Deepa Baliyan

1. Name: Dr. Deepa Baliyan

2. Department: Commerce

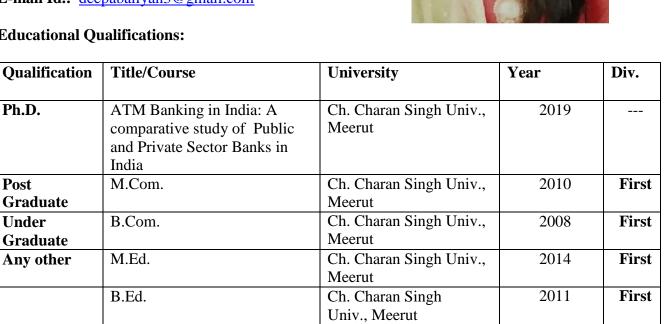
3. Designation: Assistant Professor

4. Date of Joining: 01st November, 2019

5. Mobile Numbers: 8923903245

6. E-mail Id.: deepabaliyan3@gmail.com

7. Educational Qualifications:



U.G.C. New Delhi

U.G.C. New Delhi

DEC. 2012

JUNE 2014

8. Positions Held / Career Profile: Assistant Professor since 01 November 2019

UGC NET JRF (Commerce)

UGC NET JRF (Education)

9. Teaching Experience: **UG Classes:** 1.75 Years

PG Classes: 1.75 Years

10. Area of Specialization: Finance & Banking

11. FDP/MDP Participated:

5 Days National Online Faculty Development Program (FDP) on topic

- "Research Methodology: Tools & Techniques" organized by IILM College of Engineering & Technology, Greater Noida, U.P. held from 18 May 2020 to 22 may 2020
- ➤ 5 Days National Online Faculty Development Program(FDP) on topic "Technical Skill Development: Need of the Hour" organized by Shaheed Mangal Pandey Government Girls (P.G.) College, Meerut U.P. held from 23 May 2020 to 27 May 2020.
- ➤ 6 Days National Online Faculty Development Program(FDP) on topic "How to Improve Quality in H.E.I.s" organized by Jain Kanya Pathshala (P.G.) College Muzaffarnagar U.P. held from 29 May 2020 to 03 June 2020.
- ➤ 7 Days National Online Faculty Development Program(FDP) on topic "Recent Trends in Research and Applied Statistics" organized by SunRise University, Alwar, Rajasthan held from 13 June 2020 to 19 June 2020.
- ➤ 1 Days National Online Faculty Development Program(FDP) on topic "E-Content Development" organized by Department of Computer Science, S.A. Jain (P.G.) College, Ambala City in Collaboration with Lovely Professional University Punjab held on 20 June 2020
- > 5 Days International Online Faculty Development Program(FDP) on topic "Seeking Solutions During and Post Pandemic Covid-19: A Prespective from Food Security, Health, Education, Economy and Technology" organized by College of Business, University of Buraimi, Sultanate of Oman held from 21 June 2020 to 25 June 2020.
- ➤ 3 Days National Online Management Development Program(MDP) on topic "Socio-Economic Life management in Present Scenario" organized by Faculty of Commerce & Research Studies, Swami Shukdevanand Post Graduate College Shahjahanpur (UP) held from 21 July 2020 to 23 July 2020.

12. Research Papers Published:

- ➤ Paper titled "Electronic Banking Practices of Private Sector Banks in India: A SWOT Analysis" published in International Journal of Trade & Commerce, Bi-Annual, Volume VI, Number II, July-December 2017
- ➤ Paper titled "White Lebel ATM in India" published in Indian Journal of Applied Research (Impact Factor 3.6241 & Index Copernicus IC 6.44), Vol. 5, Issue 11, November 2015, Page No. 174-176
- Paper titled "Emergent ATM Banking in India: A Study of Consumer Satisfaction" published in Journal of Commerce & Trade (Impact Factor 4.173(ISI) 3.860 COSMOS), Vol. XI No. 2 October 2016, Page No. 58-63
- ➤ Paper titled "An Analysis of Product Life Cycle in ATM Industry in India" published in International Research Journal of Management Sociology & Humanities (An Internationally Indexed Peer Reviewed & Referred Journal) (Impact Factor: 7.1893), Vol. 11, Issue- 5 May 2020, Page No. 283-290

13. International Webinar Paper Presented /Participated – 17

14. National Webinar Paper Presented /Participated – 67

15. Staff training by University/Orientation/ Refresher

Attended Online **Faculty Induction Program** from 12 Jan. 2021 to 16 Feb. 2021 organized by UGC HRDC Aligarh Muslim University, Aligarh and obtained Grade 'A'

16. E-marketing Institute Online Courses:

- ➤ Affiliate Marketing
- **E-commerce**
- Blogging
- Content Marketing
- ➤ Email Marketing
- Online Marketing Course
- > SEO (Search Engine Optimization)
- Social Media Marketing
- Web Analytics
- > Search Engine Marketing

17. Quiz Organized:

> Online quiz on Financial Awareness on 20 May, 2020

18. Areas of Interest:

Academic	Digital Banking, ATM, Career Guidance & Counselling
Non Academic	Sports – Badminton, Singing, Dancing

19. Any Other:

- ➤ Participated in UP Govt. Mission Shakti Abhiyaan at College level.
- Member of Hindu College Mahila Utpeedan Nivaran Committee .
- Worked as a Master Trainer in U.P. Panchayat Election 2021.
