




Faculty Profile: Name of the Faculty
Department of Faculty Member
Ram Lal Anand College, University of Delhi



Title	Ms.	First Name	NEERA	Last Name	PAL	Photograph
Designation	Assistant Professor					
Address	Naraina Vihar, New Delhi					
Phone Office						
Mobile	9540862558					
Email	Neera.commerce@rla.du.ac.in					
Institutional Web page						
Vidwan ID	565035					
Educational Qualifications						
Degree	Institution				Year	
B.Com(H)	Ram Lal Anand College Delhi University				2013	
M.Com	Ram Lal Anand College, IGNOU				2016	
MBA	Aryabhata College, IGNOU				2023	
Career Profile						
1. Working in Ram Lal Anand College, University of Delhi since 6 September 2021 2. Worked in Lingaya's Lalita Devi Institute of Management and Science for 1 year, since 1 Aug 2017 – 20 Aug 2018 3. Taught in SOL, Delhi University at Ram Lal Anand College in academic year 2017-20. 4. Taught in NCWEB, Delhi University at Motilal Nehru College in academic year 2018-2019, 5. Taught at NCWEB, Delhi University at Aryabhata College in academic year 2019-20, 6. Taught at NCWEB, Delhi University at Jesus Mary College in academic year 2020-21.						
Administrative Assignments						
1. Worked as a member of Theater committee in ZEST annual fest of LLDIMS 2. Worked as a member of transport committee, LLDIMS 3. Worked as a member of Website Committee, RLA 4. Worked as a member of Gandhi Study Circle, RLA						

5.	Worked as a member of Samdhristi (college magazine), RLA
6.	Worked as a member of AQAR Committee,RLA
7.	Worked as a member of Annual Report Committee,RLA
8.	Worked as a member of NAAC Committee,RLA
9.	Co-convenor of Alumni Committee, RLA
Areas of Interest / Specialization	
Accounting, Tax, Business Mathematics	
Subjects Taught	
Business Mathematics Income Tax Law and Practice Financial Accounting Management Accounting Fundamentals of Investment Business Statistics for decision making Macro Economics Business Law Corporate Accounting Advertising and Brand Management Business Analysis and Valuation Consumer Behavior Cost Accounting Business Research Methodology	
Publications Profile	
Papers: <ul style="list-style-type: none"> Paper published on ‘Impact of Social Media Advertising on Consumer Behavior in Retail Industry’, CASIRJ 	

<p>Volume 12 Issue 11 [Year - 2021] ISSN 2319 – 9202</p> <ul style="list-style-type: none"> Paper published on ‘ Study on measuring customer perception towards online advertising’, International Journal of Commerce and Management Research, ISSN: 2455-1627
<p>Chapters in books and e-chapters (Published)</p>
<p>Chapter published ‘Gandhian philosophy for sustainable economic development’ in the book Gandhi and Global Peace</p>
<p>Conference Organization/ Presentations</p>
<p>Events Organized:</p> <ul style="list-style-type: none"> Organized FDP on New “Education Policy” at Ram Lal Anand College <p>Invited Talks, Resource person, invited Chairperson, Conference Paper presentations (Oral):</p> <ul style="list-style-type: none"> Invited as a guest speaker by Rotaract Club of Delhi Genesis Midwest on 6th April, 2024 <p>Presentations: National</p> <ul style="list-style-type: none"> National conference on “pragmatic management solutions based on spirituality and values” on 20th Dec 2017 in LLDIMS. Launch of the course “Insolvency Associate” under the Aegis of Ministry of skill development and entrepreneurship in association with Research and Innovation Forum. 9th International conference on Quality, Reliability, Infocom Technology and Business operations (trends and future directions) from 27 to 29 December 2018 , at University of Delhi. <p>Internships Conducted:</p> <ul style="list-style-type: none"> Co- PI- Summer internship on Political Participation and Social Media Cross –Sectional Comparative Analysis
<p>Other Activities</p>
<p>Participations:</p> <ul style="list-style-type: none"> “Effective teaching and presentation skills: class conduct and command” from 11 Dec 2017-17 Dec 2017 in LLDIMS “Enhancing Research Effectiveness through quantitative and Qualitative Methods Version 2.0” from 12 march 2018- 18 march 2018 in Periyar management and computer college. “Relevance of case studies in professional teaching” on 10 July 2018 in IBS Gurgaon campus. “Tally “ on 16 October 2019 at School of open learning , University of Delhi, New Delhi Workshop on Research Methodology in ANDC ,DU on 11th Feb 2025

Neera Pal

Signature of Faculty Member