



Faculty Profile
Ram Lal Anand College, University of Delhi
Accredited by NAAC with A+ Grade
ISO 21001: 2018 and ISO 9001: 2015
NIRF 2025 AI Rank - 90



Title	Dr.	Name	Dr. Priyanka Jingar
Department		Commerce	
Designation		Assistant Professor	
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Email		priyankajingar@rla.ac.du.in	
Institutional Web page			
Google Scholar ID			
Research Gate ID			
ORCID ID			
Scopus ID			
Researcher ID			
Vidwan ID			
Educational Qualifications			
Degree	Institution		Year



Ph.D Commerce	Mohanlal Sukhadia University, Udaipur, Rajasthan	2024			
M.Phil Commerce	Mohanlal Sukhadia University, Udaipur, Rajasthan	2019			
M.Com – Business Administration	Maharshi Dayanand Saraswati University, Ajmer, Rajasthan.	2016			
B.Com	Sophia Girls College, Ajmer, Rajasthan	2014			
NET Commerce -	UGC	2017			
Permanent/ Temporary/ Contractual/ Adhoc Teaching Experience					
Designation	Institution	Duration	From	To	Nature
Assistant Professor	Ramanujan College, University of Delhi	4 Years 3 Months	04.04.2022	21.07.2026	Adhoc
Industry Experience (If any)					
Designation	Company	Duration	From	To	
Research Experience					
Designation	Institution		From	To	
Administrative Assignments					
1. Member, Proctorial Committee at Ramanujan College 2. Member, Women Development Cell at Ramanujan College 3. Member, Enactus at Ramanujan College 4. Assistant Editor, Annual Magazine of Department of Commerce, Ramanujan College					

Areas of Interest / Specialisation
1. Business Law, Company Law 2. Marketing Management 3. Human Resource Management
Subjects Taught
● Business Law ● Company Law ● Human Resource Management ● Principles of Marketing ● Human Resource Development ● International Finance ● E-Commerce ● Financial Literacy ● Digital Empowerment ● Business Organisation & Management ● Business Communication ● Entrepreneurship Development ● Non-Life Insurance I ● Consumer Affair & Customer Care ● Developing Sustainability Plans for Business ● Personal Finance ● Training & Development ● Management of Small Business Enterprises ● Investing in Stock Market ● Retail Management ● Public Administration & Business
Research Guidance (if any)
Guided Two Undergraduate 4th-Year Students. Dissertation Title: 1 . Impact of National Education Policy 2020 on Perceived Skill Development and Employability: Students' Perspective At The University of Delhi

2. Impact of Influencer Marketing on Consumer Buying Behavior In The Fashion Industry: A Study Of College Students In Delhi NCR

Research Projects (Major Grants/Research Collaboration)

Publications

1. Leveraging Artificial Intelligence to Boost Brand Awareness & Customer Satisfaction on Social Commerce Platforms - Journal of The Asiatic Society of Mumbai, UGC-CARE Listed, ISSN: 0972-0766.
2. Role of Banking & Non-Banking Financial Institutions in Economic Augmentation-Think India Journal, UGC-CARE Listed, ISSN: 0971-1260.
3. Artificial Intelligence: A Digital Transformation Tool in Entertainment and Media Industry- Our Heritage, UGC-CARE Listed, ISSN: 0474-9030.
4. Payment Applications: An Analytical Study of User Experience Towards the Revolutionary Digital Payment Mechanism- IMPACT: International Journal of Research in Humanities, Arts and Literature (IMPACT: IJRHAL), UGC Listed, ISSN: 2347-4564

Patents

Chapters in books and e-chapters (Published)

1. F-Commerce a Tool of Artificial Intelligence: A Modern Approach for Promoting Startups, Published by CRC Press- Taylor & Francis Group in the book Applications of Artificial Intelligence in Business and Finance, E-ISBN: 9781003129639
2. Digital Payment: A Robust Face of Modern India, published by CRC Press Taylor & Francis Group in the book Integrating New Technologies in International Business, ISBN: 9781771889575
3. Digital Entrepreneurship: The Avid Recovery & The New Normal of 21st Century, Published by Entrepreneurship Development Cell, MLSU in the book Entrepreneurship During Challenging Times, ISBN: 978-93-90863-37-2

Conference Organisation/ Presentations
Presented Paper at ● 2nd International Conference on Viksit Bharat @ 2047 Organised by Shivaji College, University of Delhi in April 7, 2026. ● International Conference on Amrit Kaal To Viksit Bharat, Proactive Governance, Resilient Entrepreneurship & Geopolitical Realignment for ‘Goldilocks Economy’ Organised by Shyam Lal Colleg, University of Delhi on March 27th – 28th, 2026. ● International Conference on Business, Economics, Law, Language & Psychology held at The National University of Singapore Society (NUSS), Singapore. ● First PAN IIT International Management Conference-2018, Department of Management Studies, Indian Institute of Technology Roorkee, India. ● International Webinar on Covid-19 Lives & Livelihood organized by Kalinga Institute of Industrial technology (KIIT), Bhubaneswar, Odisha ● International Virtual Conference on Entrepreneurship During Challenging Times: Strategies For Success & Sustenance organized by Mohanlal Sukhadia University, Udaipur ● International Online Conference on “Future of Commerce & Management in Indian Economy” organized by Academic Association of Commerce & Management, Udaipur ● 9th International Conference on Mapping Global Changes in Business, Economy, Society And Culture held at Faculty of Management, Pacific university, Udaipur. ● • National Seminar on Innovative Issues In Management And Information Technology, SIBM, Nathdwara.
Awards and Distinctions
1. Junior Research Fellowship
Association With Professional Bodies
1. Academic Association of Commerce and Management
Other Activities

- Organizing member of NEP 2020 Orientation & Sensitization Programme under the aegis of Malaviya Mission on Teachers & Teaching Programme (MMTTP), of University Grants Commission (UGC), from 01 July, 2024 – 10 July, 2024.
- Organizing Member in The Malaviya Mission Teacher Training Center (MMTTC) Ramanujan College, University of Delhi conducted an Online Short Term Programme on “Future-Proofing Commerce and Management Education: Embracing Digital Disruptions and Global Business Transformation” under the aegis of Malaviya Mission on Teachers & Teaching Programme (MMTTP), of University Grants Commission (UGC), from 20 December - 27 December, 2024.
- Organising Member in The Malaviya Mission Teacher Training Center (MMTTC) Ramanujan College, University of Delhi conducted an Online NEP 2020 ORIENTATION & SENSITIZATION PROGRAMME under the aegis of Malaviya Mission on Teachers & Teaching Programme (MMTTP), of University Grants Commission (UGC), from 28 August, 2024 – 06 September, 2024.
- Organizing member in lecture series on “The Complete Masters” organized on 11th November, 2022 by Ramanujan College, University of Delhi.
- Organizing member in lecture series on “Successful Cooperative Business Model” organized on 31st October, 2022 by Ramanujan College, University of Delhi
- Organizing member in lecture series on “Mind Management” organized on 10th October, 2022 by Ramanujan College, University of Delhi
- Organizing member in lecture series on “Key to Success” organized on 24th June, 2022 by Ramanujan College, University of Delhi.

Handwritten signature: Rajyanka

Signature of Faculty Member

