

Name	Dr. Pooja Gupta
Designation	Assistant Professor
Department	Commerce
Qualification	Ph.D., M.Com, B.Com, UGC-NET/JRF
Experience	Teaching: 10 Years
Area of Specialization(s)	Accounting & Finance
Email	poojagupta.faculty@mains.ac.in

Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph.D.	Accounting and Finance	Department of Commerce, University of Rajasthan, Jaipur	2008
M.Com.	Accounting and Finance	Department of Commerce, University of Rajasthan, Jaipur	2005
B.Com.	Commerce	Kanoria Girls College, Jaipur, University of Rajasthan	2003
UGC-NET/JRF	Commerce	CBSE-UGC	2015

Research Publications

1. "Financial Health Assessment of Indian Startup-Origin E-Commerce Firms Using Altman Z-Score: Evidence from 2019–2024" in Economic Sciences, Vol. 22, No. MIC'26, pp. 163–171 (2026). ISSN: 1505-4683.
2. "ESG (Environmental, Social, Governance) Investment Analytics for Sustainable Portfolio Optimization" in Advances in Consumer Research, Vol. 3, Issue 2, pp. 433–443 (2026). ISSN: 0098-9258.
3. “The Effect of Working Capital Optimisation of Tata Steel on Corporate Financial Health” in The Indian Journal of Technical Education, VOLUME 47, ISSUE NO. 02 (July 2024), pp 262-268, ISSN 0971-3034
4. “Sustainability Through CSR and Its Impact on Corporate Strategy” in DIAS Technology Review, Issue 39th (September 2023).
5. “The Impact of Covid-19 on the Economy in India” at the “International Conference on 'Embracing Remodelling and Transformation: Mapping Breakthrough Innovations'” organized by Kasturi Ram College of Higher Education in association with Pune Institute of Business Management on 23rd January 2021, pp.135-138.
6. “Intellectual Value Added: A Case Study of Hindustan Petroleum Corporation Limited” in International Journal of Research in Computer Application & Management, VOLUME 7, Issue No. 5 (May 2017), pp 60, ISSN 2231-1009.

7. "Marketing in Digital Era", in Journal of Management Science "PRACHOTHAN" VOLUME 03, Special Issue (February 2017), pp 112-121, ISSN 2249-5088.
8. "CSR Reporting Through Value Added Profitability (A Case Study of Steel Authority of India Limited)", in Journal of Accounting and Finance, VOLUME 30, No.1 (October 2015-March 2016), pp 81-89, ISSN 0970 9029
9. "Human Resource Value Added and Reporting (A Case Study of Steel Authority of India Limited)", in International Journal of Research In Commerce & Management, VOLUME NO. 6 (2015), ISSUE NO. 09 (SEPTEMBER), pp 56-60, ISSN 0976-2183

Conference Proceedings/Presentation

1. "Technology as a Catalyst of Change: Ethical, Social, and Economic Perspectives" at the International Conference on Advanced Computing and Emerging Technologies (ACET-2025), organised by the Department of Computer Science, GNIOT Institute of Professional Studies, Greater Noida, in collaboration with Lingaya's Lalita Devi Institute of Management & Sciences, Delhi & Jahan University, Afghanistan on 19th December 2025.
2. "A Study on Carbon Accounting and ESG Reporting among Indian Corporations" at the International Conference on Perspective of the Indian Knowledge System (IKS) in Making India a Vishwa Guru organised by Don Bosco Institute of Technology on 26th July 2025.
3. "The Financial Impact of Corporate Social Responsibility: Activism as a Strategic Investment Opportunity" at the International Conference "Corporate Activism: A Catalyst for Sustainable Development" organised by the Delhi Institute of Advanced Studies on 10th January 2025.
4. "Green Investment Opportunities in Viksit Bharat 2047: Financing India's Sustainable Development Agenda" at the National Conference on "The Future of Management in a Digitalized World: The Path Ahead" organised by Delhi Institute of Advanced Studies on 6th April 2024
5. "Impact of Technology on Teacher-Student Relationship: A Teacher's Perspective", in an edited book, ISBN: 978-93-5510-051-1, August 2023
6. "Higher Education- A Ladder to Gender Equality and Women Empowerment", at 'International Conference on Sustainable Development in International Higher Education: Strategies to Achieve Gender Equality and Empowerment' Organized by The Directorate of International Affairs and Indraprastha University Internal Quality Assurance Cell (IIQAC), New Delhi in collaboration with Jawahar Lal Nehru University (Internal Complaints Committee) on August 10-11, 2021.

7. “Impact of Demonetization on MSME”, in Proceedings of International Conference on Paradigm Shift in World Economies: Opportunities and Challenges, organised by ‘Rukmini Devi Institute of Advanced Studies’ (April 2017), pp 102, ISBN 978-163535729-5.
8. “Impact of MNCs on Micro, Small and Medium Enterprises in India (A Comparative Study of Pre and Post Economic Reforms)”, in Proceedings of National Seminar on 25 years of Economic Reforms: Issues, Challenges & Solutions, organised by Kasturi Ram College of Higher Education (GGSIP University) on 7th -8th January, 2017
9. “E-Banking: A Step Towards Realisation of Digital India”, in Conference Proceedings published by ‘Rukmini Devi Institute of Advanced Studies’ (April 2016), pp 7-15, ISBN 978-93-85777-61-5

Conference / Seminar / FDP Coordinated and Organised

- Worked as co-convenor of the International Conference on “Global Challenges in Business: Rethinking Innovations and Sustainability”, Maharaja Agrasen Institute of Management Studies, Delhi, 18–19 March 2026.
- Coordinated Industrial Visit to Dabur, Department of Commerce, MAIMS, 3 October 2025.
- Coordinated Value Added Course on “Digital Transformation in Business”, Department of Commerce, MAIMS, September–October 2025.
- Worked as co-convenor of a One-Week Online Faculty Development Programme on “Enhancing Research with Structural Equation Modelling (SEM) Using AMOS”, Delhi Institute of Advanced Studies, 1–5 April 2025.
- Worked as co-convenor of the International Conference on “Corporate Activism: A Catalyst for Sustainable Development”, Delhi Institute of Advanced Studies, 10 January 2025.
- Worked as co-convenor of the National Conference on “The Future of Management in a Digitalised World: The Path Ahead”, Delhi Institute of Advanced Studies, 6 April 2024.
- Worked as co-convenor of the Faculty Development Programme on “Time Series Analysis Using R”, Delhi Institute of Advanced Studies, November 2023.

Memberships

- Life Member, Indian Commerce Association.
- Life Member, Indian Accounting Association.