

Name: ASHIMA JINDAL

Designation: Assistant Professor

Department: Commerce

Qualification: Ph.D pursuing, MCom, B.Com (H) , NET

Experience : Teaching: 4.5 years

Industry: 2 years

Area of Specialisation : Banking & Finance

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ACADEMIC QUALIFICATION

Degree	Branch	Institution/ University Name	Year of completion
Ph.D.	Finance	Manav Rachna University	Pursuing
UGC NET	Commerce	UGC	2019
M.Com	Finance	University of Delhi	2017
B.Com(H)	Commerce	University of Delhi	2015

EXPERIENCE

Post Held	Employer Name	From	To	Total Duration	Functions
Assistant Professor	Maharaja Agrasen Institute of Management Studies	04/08/2025	Current	-	Teaching, Research guide, Administration
Assistant Professor	Institute of Innovation in Technology & Management	01/09/2022	31/07/2025	2 Years 11 months	Teaching, Research guide, Administration
Assistant Professor	Trinity Institute of Professional Studies	18/10/2021	26/08/2022	11 months	Teaching, Research guide, Administration
Operations Analyst	Royal Bank of Scotland	12/02/2018	13/06/2020	2 Years 5 months	Client tax Reporting, FATCA Compliance

RESEARCH PAPER

- Presented Research Paper titled “Technology, Turbulence and Talent: A Descriptive Study of AI, Digitalisation and the Future of Work in Banking ” at the International Conference on **Global Challenges in Business: Rethinking Innovations and Sustainability** held on 18th-19th March, 2026, at Maharaja Agrasen Institute of Management Studies, GGSIPU, Delhi
- Published a Research Paper titled “**ESG (Environmental, Social, Governance) investment analytics for sustainable portfolio optimization.**” In Advances in Consumer Research Volume 2 Issue 3, February 2026
- Presented Research Paper titled “**Balancing Innovation with Integrity: Ethical, Social, and Economic Dimensions of Technological Transformation in Banking**” at the International Conference on Advanced Computing and Emerging Technologies (ACET-2025) held on 19th December 2025 organized by GNIOT Institute of Professional Studies, Greater Noida
- Online Grocery Purchase Intention: **The Impact of Consumer Attitude, Technology Acceptance and Situational Influence.** Proceedings of the 5th International Conference on the Role of Innovation, Entrepreneurship and Management for Sustainable Development (ICRIEMSD-2024). **Atlantis Press, Springer Nature**, pp. 305-321. DOI: 10.2991/978-94-6463-612-3_20.
- Presented a Research Paper entitled “**Mapping the Evolution and Trends of Gig Economy Research: A Bibliometric Analysis**” in the International Conference on “**Revisiting Management & Business Practices in Dynamic Era**” held in 26-27, May 2023
- Worked on an Innovative Research Project entitled -“**SUSTAINABILITY AS AN INNOVATIVE BUSINESS STRATEGY – Challenges and Key drivers for the corporate world**” under the mentorship of Prof. J.P Sharma and Dr Simmarpreet, HOD Commerce, SGGSCC, University of Delhi (2013-2015)

SEMINARS/FDP ATTENDED

- Graded A in One Month Online “**Faculty Induction Programme**” organised by MH-MMTTC , Hansraj College, Delhi University, 2024
- 15 Days Online Training Programme on “**NEP 2020 Orientation & Sensitization Programme**” under MM-TTP of UGC , Delhi University, 2024
- One Week workshop on “**Data Analysis for Multidisciplinary Research 2.0 (Online Mode)**” organised by VIT Business School, Vellore Institute of Technology, Vellore, Tamil Nadu - June 2023
- One Week Online FDP on “**Implementation of National Education Policy 2020 using Innovative Teaching Methods**” organised by Dept of Commerce, Sri Venkateshwara College & Dept of Commerce, Hansraj College, DU - June 2022
- Annual Management Conclave on “**India’s Transformation Story: Global Leadership & Innovation Governance**” organized by **Banarsidas Chandiwal Institute of Professional Studies** - February 2022
- Online Research FDP on “**Writing a Literature Review and Reference Management**” organised by **IMI Bhubaneswar** - Dec 2021
- Webinar on **National Education Policy 2020** conducted by **Swami Shraddhanand College** for DU faculty members - July 2021
- Successfully completed two-week FDP on **Academic Report Writing and Research Methodology**” organised by **GAD-TLC, SGTB Khalsa College** March 2021
- Attended Webinar series conducted by **International Chambers for Service Industry** during the pandemic on **Making Education Relevant** - October 2020
- Attended Webinar on **COVID 19 Lessons for Educators** conducted by **Punjab Commerce and Management Association** - May 2020