

Ms. Geeta Devi
Shaheed Bhagat Singh Evening College
University of Delhi
Department of Commerce
email: geetsahani2010@gmail.com

Education

M.Phil, Department of Commerce, Delhi School of Economics, University of Delhi,
2016
M. Com, Shaheed Bhagat Singh College, University of Delhi, 2011
B.Com Hons, Shaheed Bhagat Singh Evening College, University of Delhi, 2009

Professional Position

Assistant Professor, Department of Commerce, Shaheed Bhagat Singh Evening College,
University of Delhi.(2012- Present)

RESEARCH

Published Intellectual Contributions

Journal Article

Geeta Devi , 2017, “Critical Review of Consumers within the ambit of CSR ISO 26000 Window; A Case Study”, SOUTH ASIA JOURNAL OF MULTIDISCIPLINARY STUDIES, ISSN/ISBN No. 23951079, Page No. 24.

Geeta Devi, 2017, “Selected Indian Companies under the Scanner of ISO 26000 CSR’s Guidelines for Behavioral Analysis”, GLOBAL JOURNAL OF MULTIDISCIPLINARY STUDIES, ISSN/ISBN No. 23480459, Page No. 70

Geeta Devi, 2014, “Understanding Concept Of Corporate Social Responsibility Through Guidelines”, GLOBAL JOURNAL OF MULTIDISCIPLINARY STUDIES, ISSN/ISBN No. 23480459, Page No.6

Geeta Devi, 2014, “CAUSED RELATED MARKETING AND CORPORATE SOCIAL RESPONSIBILITY”, GLOBAL JOURNAL OF MULTIDISCIPLINARY STUDIES, ISSN/ISBN No. 23480459, Page No. 1

Geeta Devi & Deepti Goyal, 2014, “A REVIEW ON IMPACT OF VIRAL MARKETING”, GLOBAL JOURNAL OF MULTIDISCIPLINARY STUDIES, GLOBAL JOURNAL OF MULTIDISCIPLINARY STUDIES, ISSN/ISBN No. 23480459, Page No. 1

Book Chapters

CSR in Post Liberalised India: An Overview; ISBN No.978-81-929343-0-3 (Page-1)(2014)

Presentations Given

Paper

“CSR and Its Influence on Consumers: Preliminary Findings From A Survey of Indian Consumers” in 4th Annual International Commerce Convention on Corporate Governance And CSR: Retrospect And Prospect, organized by Department of Commerce, Delhi School of Economics, University of Delhi, New Delhi, (18th -19th December, 2015).

“A Critical Review of CSR Towards Consumers Through ISO 26000 Window : A Case Study of DLF” in National Seminar on Foundations of Management: Commerce, Economics and Cognitive Sciences at Lingaya’s Lalita Devi Institute of Management and Sciences, New Delhi (29th November 2013).

Presented a research paper titled “Corporate Social Responsibility Towards Consumers Responsibility Behaviour of Selected Indian Companies” in National Seminar on 25 Years of Consumer Protection Act: Challenges and The Way Forward at National Law School of India University, Bangalore, (22nd -23rd September, 2012).

OTHER ACADEMIC ACTIVITIES

Workshops / Seminars / Conferences attended:

Attended International Conference on “Sustainable Business Models: Innovative Strategies and Practices” organised by Department of Commerce, Shyam Lal College, University of Delhi, New Delhi, (16th - 17th March, 2016).

Attended Two- day National Conference on “Marketing in The 21st Century: Issues and Challenges” organized by Shaheed Bhagat Singh College, University of Delhi, (5th- 6th February, 2016).

Attended 3 rd Annual Commerce Convention on “Leveraging Business: Discovering Horizons” organized by Department of Commerce, Delhi School of Economics, University of Delhi, New Delhi, (12th -13th April 2014).

Attended International workshop on “Emerging Paradigms of Engagement between Japan and India: Bridging the Gap between East and South East Asian Nations” organized by Centre for Reforms, Development and Justice (CRDJ), at New Delhi, (21st March, 2014).

Attended Workshop on “Creating Shared Values Through Corporate Social Responsibility in India” organized by The World Bank, Indian Institute of Corporate Affairs and FSG at New Delhi, (7th November, 2012).

Attended National Conference on “FDI: Response and Challenge” organised by Department of Commerce, Shaheed Bhagat Singh College, Delhi University (5-6th November 2012)