

Ms. Swati Luthra

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Specialization	Marketing, Finance, General Management															
Designation	Assistant Professor															
Educational Qualification	Pursuing PhD (Management), UGC-NET (Management), MBA, BA (Hons)															
Experience	Teaching : 5 years 6 months Industry : 4 years 5 months															
Present Administrative Position	Member of Activity Report team, Member of Internship and Placement team, Member of Alumni team, Member of Website update team, Class co-ordinator															
Past Administrative Position	Class coordinator															
Research Interest	Marketing Management															
Membership of Professional / Academic Bodies	NA															
Membership of Editorial Bodies	NA															
Research Publications	NA															
Ph.D Guided	<table border="1"><thead><tr><th>Sr. No</th><th>Name of Scholar</th><th>Topic</th><th>University</th><th>Year</th></tr></thead><tbody><tr><td></td><td>NA</td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td><td></td></tr></tbody></table>	Sr. No	Name of Scholar	Topic	University	Year		NA								
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Conferences and Trainings Organised/Attended	<ul style="list-style-type: none">• Five days (10 hours) FDP on “Investing in Capital Market” at Faculty of Commerce and Management, SGT University from 26-30 July 2021• Five days (10 hours) FDP on “Tax computation, planning and filing of ITR” at Faculty of Commerce and Management, SGT University from 19-23 July 2021• One day webinar on “Stress Management at Sri Guru Gobind Singh College of Commerce, University of Delhi organised by IQAC cell on 23 February 2021• Two-days FDP on “Data Analytics using R Environment” at Satyawati college on 25-26 August 2017• One-day FDP on “E-Marketing and emerging issues in Marketing” at Sri Guru Gobind Singh College of Commerce on 22 September 2017• One-day FDP on “e-Filing of Income Tax Returns (ITR-2) on Excel Utility” at Shyam Lal College on 04 October 2017• One-day conference on “Digital Marketing” at Dyal Singh college on 01 November 2017• Two-days FDP on “Fundamentals of GST” at Daulatram college on 26-27 December 2017															

Books/Books Chapter/Review	<ul style="list-style-type: none"> • <i>M-Wallets milking the Demonetization opportunity with advertisements tailored to perfection</i>, New dimensions in E-Governance, Vol I, page- 151-153, ISBN 978-81-937067-3-2 • <i>Video Marketing- the new norm of social media marketing, Consumer awareness on E-instruments and health</i>, Vol I, ISBN 978-81-9213-160-3
Case Study	NA
Research Projects	NA
Other Achievements	NA