

	<p>NAME: PARMINDER KAUR DESIGNATION: ASSISTANT PROFESSOR QUALIFICATION: M.COM,UGC-NET TOTAL EXPERIENCE: 8 YRS MAIL-ID: parminder-bcom@davanandasagar.edu</p>
<p>SPECIALIZATION</p>	<p>COMMERCE</p>
<p>AREA OF INTEREST</p>	<p>HR,CORPORATE LAWS,MARKETING,FINANCE</p>
<p>SUBJECTS TAUGHT</p>	<p>Company law,Business regulations, Organizational behavior,Indian constitution, Indian financial system.Auditing</p>
<p>NO. OF CERTIFICATIONS</p>	<p>4</p>
<p>PAPERS PRESENTED [NATIONAL & INTERNATIONAL]</p>	<ol style="list-style-type: none"> 1. Kabini -the heart of Karnataka ,(Dec2022) 2. An opinion survey about ev's and its adoption(May 2023) 3. The effect of parental influence on students(May 2023) 4. Unethical business practices that affects brand attachments (May 2023) 5. Industry-institute linkage through the implementation of NEP2020(Jan2023) 6. Global business strategies in the pandemic landscape (March 2023) 7. The impact of social media on small businesses (Aug. 2024) 8. Influencer marketing and its impact on consumer(Aug. 2024) 9. Savings and investment pattern among the college students(Aug. 2024)
<p>PUBLICATION (INTERNATIONAL JOURNAL)</p>	<p>NO</p>
<p>PUBLICATION (CONFERENCE PROCEEDINGS)</p>	<p>DAYANANDASAGAR COLLEGE INTERNATIONAL CONFERENCE PROCEDINGS</p> <ol style="list-style-type: none"> 1. An opinion survey about ev's and its adoption(May 2023) 2. The effect of parental influence on students(May 2023)

	3. Unethical business practices that affects brand attachments (May 2023)
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OP-ED ARTICLE PUBLISHED (Provide Online Link)	
BOOK/ BOOK CHAPTER PUBLISHED	<ol style="list-style-type: none"> 1. Sudarshan S.Savanoor,Faseeha Begum,Parminder - marketing-a principles business practice and just commercial irritant either. A case study of contemporary era,(JAN 2024) 2. Dr.Chethna,Sheetal Acharaya,Parminder Kaur - ENTREPRENEURSHIP SKILLS BY- vision publication (2022)
FDP ATTENDED	<ol style="list-style-type: none"> 1) "Mastering Research Paper and Enhancing Case Study Writing for Leading Publications" held from 22.07.2024 - 26.07.2024. 1) "Entrepreneurship and Innovation Management" jointly organized by DSCASC, Bengaluru and CMAOI Association from 24th of June to 28th of June, 2024. 2) Consumer behaviour by NPTEL JAN -MAR 24 3) Creating research ecosystem in higher education institution 4) Soft skills for teachers 5) Art of mentoring and counselling 6) Corporate social responsibility 7) Business law for manager 8) A national level professional development PROGRAMME on the topic "RESEARCH METHODOLOGY & DATA ANALYSIS " held from August 09,2023 to August 19,2023 9) Developing leadership skills among academicians (feb 2024)
Conference Attended	5
Workshop Attended	1
Seminar Attended	20

