

DR. REENA
ASSISTANT PROFESSOR
DEPARTMENT OF COMMERCE

Academic Qualification:

- M.Com.
- Ph.D.

Position held and Experience:

- Presently Assistant Professor in the Department of Commerce **NAS College, CCS University, Meerut.**

Research Papers Presented:

- On-line Marketing: Study of the Product Differentiation [Published in journal "Contemporary Social Sciences" Volume 31, Number (Jan-Mar), 2022] ISSN 0302-9298
- Impact of Employees' Empowerment on their performance [Published in "journal of National Development"] ISSN 0972-8309.
- Corporate Social Responsibility Practice in India: Annual Report of Tata Steel for the year 2017. [Published in "The journal of the Meerut University History Alumni] ISSN 0973-5577 Volume XXXI.

Workshop Attended:

- Participated in One week faculty development Programme/Workshop from 27 December, 2019 to 2 January 2020, On the topic "Research Methodology and Environment - Sustainable Development". Under the Scheme of RUSA, Meerut College, Meerut in association with ARI DSS, Meerut.
- Participated in faculty development program sponsored by AICTE on "Impact of Moral Valued, Ethics, and Behavioural Sciences on Attitudinal Development of the Professionals." at Dewan Institute of Management studies, 17-30 January, 2020.

- Participated in Workshop on Research Methodology Inter disciplinary, 18th to 24th December, 2019. Sponsored by UGC, New Delhi at Ismail National Mahila (P.G.) College, Meerut.
- Participated in Seven days National Workshop, sponsored by Govt. of Uttar Pradesh on "Preparatoin of e-Resourses for school and College subjects, 23rd - 29th March, 2018.

Seminar & Webinars Attended:

- Participated in the National webinar on "Financial Empowerment through wealth creation." held on 25th March, 2023.
- Participated in the International webniar on "Managing Intellectual Property in Academic Institution" held on 26th July, 2020.
- Attended International E-Conference on Digital Education: Scope and Challenges in India". held on 27th & 28th June, 2020.
- Participated in International Webniar on "New Normal in Economic Development of India" held on 13th July, 2020.
- Attended National Seminar on the theme HG xka/kh] xaxk] xkS] xk;o] Sponsored by UGC, New Delhi, held on 1st & 2nd October, 2019.
- Attended Two day National Seminar sponsored by ICSSR, New Delhi on "Development of Women Entrepreneurship in India, held on 18 - 19th February, 2017.