



**Name** :- Renu  
**Designation** :- Assistant Professor  
**Department** :- Department of commerce  
**Status (Permanent/Adhoc)** :- Adhoc  
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**1. Educational Qualification**

1. B.com(hons.) From Bharati College,University Of Delhi.
2. M.com From Department of commerce,South Delhi campus, University of Delhi.
3. Net with Jrf

**2. Details of Research Degrees.**

M.phil from Delhi school of Economics, Department of Commerce, University of Delhi.

**3. Areas of Specialization and Interest**

Specialization in Finance & Law

Interest in Business laws & Management Accounting

**4. Areas of Teaching : Business Laws, Management Accounting,Corporate Accounting**

**5. Publications**

**a. Articles and Reviews:**

List of articles:-

1. Creative accounting : A negative aspect of accounting
2. Impact of Brand personality on the consumer behaviour and its implications for the marketer.
3. Sustainable marketing - A marketing response to environmental, economic and social issues to draw some benefits
4. An introduction to Commercial and social entrepreneur & Their role in an economy
5. E leadership- A modern style of leadership

6. Participation in Seminars/Conferences/Workshops etc.:

Participated in a workshop organised by Ramanujan College on International financial reporting standards (IFRS) on 20 April 2011.

7. Research Guidance

a. M.Phil

M.phil in Accounting from Department of commerce, DSE under the guidance of Dr.A.K.Singh