

Curriculum vitae



1. Name: Dr. Vatsala Oberai
2. Designation: Assistant Professor
3. Subject: Commerce
4. Academic Qualifications: M.Com, M.Phil, B.Ed, M.A.(Edu), Ph.D
5. Areas of interest/Specialization: Marketing
6. Date of Birth: 18th December 1978
7. Date of Joining: 29th August 2007
8. Experience: 16 years 1 month
9. Official Address: 2nd Floor, Department of Commerce, Raghunath Girls' Post Graduate, College, Meerut
10. Email: vatsalaoberai18@gmail.com
11. Areas of research: Financial Management & Marketing

12. Achievements:

- Appointed as evaluator at university level
- Appointed as an external examiner
- Paper setter at University level
- Honoured by Vinayak Vidyapeeth Institute, Meerut
- A.S. in main University P.G. Examination
- Ph.D awarded in December 2022.
- Appreciation certificate & recognition of innovative idea in the startup proposal titled “PERFECTLY WRAPPED”.
- Worked as a Team Manager for All India Girls' Judo Team at G.N.D.U. Amritsar.

13. Research Papers published:-

<i>S.No</i>	<i>Title of the paper published (with Page no.)</i>	<i>Research Journal (with Vol.no.)</i>	<i>Year</i>	<i>ISSN</i>	<i>Whether peer reviewed, UGC listed, Impact Factor if any</i>	<i>Digital Link, if any</i>
1.	The study of Market Strategy and Consumer Behaviour relating to Own Car	International Journal of Trade & Commerce (Volume 6)	2017	0973-4503 (print) 2454-1702 (online)	UGC Approved Journal in social science category : Journal No. 48636	_____
2.	A comparative study of Marketing Strategies at each stage of Product Life Cycle	Journal of Humanities and Social Sciences (Volume 1)	2015-16	_____	_____	_____

14. Articles in Books/ Conference Proceedings Published:

<i>S.No</i>	<i>Title of the Article published with page no.</i>	<i>Title of the Book/Conference Proceedings</i>	<i>Year</i>	<i>ISBN</i>	<i>Detail of the Publisher</i>	<i>Published by International/national /Local Publishers</i>	<i>Digital Link (if any)</i>
1.	Economic Health of Country and Automobile Industry: A case study of car buyers in India (148-154)	International Terrorism, Tourism and Economic Health of the World	2017	978-81-910666-8-5	_____	International	_____
2.	_____	Management Accounting	2014	_____	S.B.P.D. Publication, Agra	_____	_____

3.	Impact of Globalisation on Financial Services Industry in India	Impact of Globalisation on Indian Economy	2011	_____	Radha Publication, New Delhi	National	_____
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15. Faculty Enrichment Programme Attended:

<i>S.No</i>	<i>Detail of the FDP/FEP</i>	<i>Date(s) of the event</i>	<i>Organizer & Sponsor</i>	<i>International/National/ State/ University</i>
1.	FDP on New Trends in Research Methodology	11 th Feb – 17 th Feb 2023	Teachers' Re – Skilling Cell and LMS Cell	National
2.	FEP (2023-24) on Literary explorers : Uncover, Imagine, Discover	18 th Sep – 22 nd Sep 2023	Library Committee with Teachers' Re – Skilling Cell under IQAC R.G.(P.G.) College	National

16. Seminar/ Workshop/ Conference Attended:

<i>S.No</i>	<i>Detail of the Conference/ Seminar</i>	<i>Organizer & Sponsor</i>	<i>Date(s) of the event</i>	<i>Venue of the event</i>	<i>International/National/ State/ University</i>
1.	One day online National Workshop on IPR	NIPAM (Ministry of Commerce and Industry, Govt. of India)	27 th Apr 2023	R.G.(P.G.) College, Meerut	National
2.	National Conference on Induction Training for Teachers' at HEIs	R.G.(P.G.) College, Meerut	21 st – 22 nd Dec 2022	R.G.(P.G.) College, Meerut	National
3.	National Seminar on Financial Empowerment Through Sustained Investment	SEBI – AMFI	14 th Feb 2020	N.A.S. College, Meerut	National
4.	National Workshop on Understanding Academic Integrity and Practices to Avoid Plagiarism	Department of English	20 th Sep 2019	D.N. College, Meerut	National
5.	National Seminar on Effect of Implementation of GST on Car buyers in present scenario	UGC-CE	28 th – 29 th Oct 2017	R.G.(P.G.) College, Meerut	National
6.	International Seminar on Abhivyakti Ki Bhasha Hindi : Bhartiya Sahitya ki Parichayak	Hindi Deptt. R.G.(P.G.) College, Meerut & Sponsored by Danik Patra "Danik Jagran"	22 nd Sep 2015	Hindi Deptt. R.G.(P.G.) College, Meerut	International

7.	Climate Change : Cause and its impact on Human Health	Geography Deptt. R.G.(P.G.) College, Meerut	6 th Sep 2014	R.G.(P.G.) College, Meerut	National
8.	a) Mental Illness: Depression b) Learned Optimism: A Skill – Approach to Depression	Psychology Deptt. R.G.(P.G.) College, Meerut	2 nd Feb 2012	R.G.(P.G.) College, Meerut	International
9.	Impact of Globalisation on Financial Services Industry in India	D.N. College, Meerut	5 th & 6 th Feb 2011	D.N. College, Meerut	National
10.	Apitome of Leadership : The Teacher	J.P. Institute of Education, Meerut	8 th & 9 th May 2010	J.P. Institute of Education, Meerut	National
11.	Emotional Intelligence and Leadership Behaviour	Education Deptt. R.G.(P.G.) College, Meerut	22 nd Jan 2010	Education Deptt. R.G.(P.G.) College, Meerut	National

17. Seminar/ Workshop/ Conference/ Exhibitions Organised:

<i>S.No</i>	<i>Detail of the Conference/ Seminar/Exhibitions (including Sponsor)</i>	<i>Date(s) of the event</i>	<i>Venue of the event</i>	<i>International/National/ State/ University</i>	<i>Role</i>
1.	Organised Webinar on Intellectual Property Awareness	27 th Apr 2023	Virtual	National	Organiser
2.	Women Empowerment Through Financial Planning including Mutual Funds	30 th Jan 2021	Virtual	National	Organiser

18. Invited lectures/ Resource person/ Paper Presented in Conferences/ Seminar/ Workshops:

<i>S.No</i>	<i>Title of the Invited Lecture/ paper presented</i>	<i>Detail of the Conference/ Seminar(including organizer & Sponsor)</i>	<i>Date(s) of the event</i>	<i>Venue of the event</i>	<i>International/National/ State/ University</i>	<i>Role</i>
1.	National Conference on Induction Training for Teachers' at HEIs	R.G.(P.G.) College, Meerut	21 st – 22 nd Dec 2022	R.G.(P.G.) College, Meerut	National	
2.	National Seminar on Effect of Implementation of GST on Car buyers in present scenario	UGC-CE	28 th – 29 th Oct 2017	R.G.(P.G.) College, Meerut	National	
3.	International Seminar on Abhivyakti Ki Bhasha Hindi : Bhartiya Sahitya ki Parichayak	Hindi Deptt. R.G.(P.G.) College, Meerut & Sponsored by Danik Patra "Danik Jagran"	22 nd Sep 2015	Hindi Deptt. R.G.(P.G.) College, Meerut	International	
4.	Climate Change : Cause and its impact on Human Health	Geography Deptt. R.G.(P.G.) College, Meerut	6 th Sep 2014	R.G.(P.G.) College, Meerut	National	

5.	Impact of Globalisation on Financial Services Industry in India	D.N. College, Meerut	5 th & 6 th Feb 2011	D.N. College, Meerut	National	
6.	Apitome of Leadership : The Teacher	J.P. Institute of Education, Meerut	8 th & 9 th May 2010	J.P. Institute of Education, Meerut	National	
7.	Emotional Intelligence and Leadership Behaviour	Education Deptt. R.G.(P.G.) College, Meerut	22 nd Jan 2010	Education Deptt. R.G.(P.G.) College, Meerut	National	