



## Faculty Details Performa Web-site

Title	Dr.	First Name	Aradhana Chadha	Last Name	Sachdeva	Photograph
Designation	Assistant Professor					
Address	SU 202, Pitampura, Delhi -110034					
Phone No Office	9582200299					
Email	aradhana@ss.du.ac.in					
<b>Educational Qualifications</b>						
Degree	College/Department					year
M.A Economics						
PGDCA						
M.B.A						
NET						
P.hD						
<b>Career Profile</b>						
Teaching Work experience of more than 14 years						
<b>Current Assignment</b>						
<b>Administrative Assignments Held</b>						

<b>Areas of Interest / Specialization</b>
Human Resource Management, Economics, Finance.
<b>Subjects Taught</b>
Micro Economics, Macro Economics, Business Organization and Management, Business Law, Human Resource Management, E-Commerce, Cyber Crime, Marketing and Salesmanship, Entrepreneurship etc.
<b>Research Guidance</b>
<b>Publications Profile</b>
<ul style="list-style-type: none"> <li>• A Study of Banking Services and Customers of Private and Public Sector Banks “In Journal of Commerce and Management Research.</li> <li>• Influence of ATMs on the Banking of Public Sector Banks Bangalore, Karnataka.</li> <li>• Work Stress in Academics – A Study of Management Colleges in Ghaziabad in International Journal of Management Research and Review.</li> <li>• A Study of Job Satisfaction, Motivation and Turnover factor in Private Banking with Special Reference to Sales Executives in KAAV International Journal of Economics, Commerce and Business Management.</li> <li>• Case Study of Hotel TAJ in the Context of CRM and Customer Retention in the International Research of Social Science and Management.</li> </ul>
<b><u>Popular articles published / Articles published in newspapers etc.</u></b>
<ul style="list-style-type: none"> <li>• “Preventing Suicide” Published in Daily Post Newspaper Page no:10.</li> <li>• “Women Still Insecure” Published in Daily Post Newspaper Page No:10.</li> <li>• “Rupee Fall” Published in Daily Post Newspaper Page No:10</li> <li>• “Growth All” Published in Daily Post Newspaper Page No:10</li> <li>• “Growth Data Puzzle” Published in Newspaper Page No:8</li> <li>• “Money is Honey” Published in Newspaper Page No:8</li> </ul>

**Conference Organization/ Presentations**

- Participated in national conference on Rural Business Management Imperatives for sustainable growth organized by 30<sup>th</sup> October, 2010.
- Participated in national conference on financial sector Reforms in India- The Road Ahead, January 21-22, 2011.
- Participated in national conference on Globalisation and “Indian Economy” organized by Sri Guru Tegh Bahadur Khalsa College university of Delhi on 9<sup>th</sup> and 10<sup>th</sup> March, 2011.
- Participated as delegate “start-up India : The Road Ahead” held on 17<sup>th</sup> March, 2016 at Memorial Golden Jubilee Auditorium, Vallabhbai Patel Chest, Institute, university of Delhi.

**Research Projects (Major Grants/Research Collaboration)****Awards and Distinctions**

- Secured 3<sup>rd</sup> Position in Matriculation in district.
- Secured 2<sup>nd</sup> position in College in MA. Eco.
- Secured 2<sup>nd</sup> position in College in MBA.

**Association With Professional Bodies**

Membership of “INDIAN ACCOUNTING ASSOCIATION”, Delhi Chapter.

**Editorial Experience**

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**Reviewer**

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**Other Activities**

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