

Sucheta Rani

**Personal Information**

Name (in BLOCK Letters)	:	SUCHETA RANI
Father's/ Mother's Name	:	Sh. Sham Lal/Smt. Nirmala Devi
Nationality		Indian
Department	:	Commerce
Educational Qualification	:	Ph. D, M. Com, M Phil, NET (UGC),PGDCA
Current Designation	:	HOD,Assistant Professor in Commerce
Permanent Address	:	Flat no. 302, Hare Krishna Towers, Gazi Gulla, Jalandhar (Pb.) – 144001.
Telephone No./ Mobile No.	:	95015-97100
Email ID	:	<a href="mailto:bansalsucheta@gmail.com">bansalsucheta@gmail.com</a>
Total Experience:		25 Years

**Academic Qualification: - (High School till Post Graduation):**

Examination	Name of the Board/ University	Year of Passing	Division/ Class	Subjects
Matriculation	P.S.E.B., Mohali	1992	72.46%/ Ist	Math, Science, S. St, Punjabi, Hindi, English
10+2	P.S.E.B., Mohali	1994	71.30%%/ Ist	Economics, Punjabi, English, Mathematics, Elective Punjabi
B Com.	Punjabi University, Patiala	1997	65.68%/ Ist	Commerce
M. Com.	Punjabi University, Patiala	1999	71.95%/ Ist	Commerce
PGDCA	IKG Punjab Technical University, Jalandhar	2007	80.43%	Computer

**Research Degree:**

Degrees	Title	Date of Award	University	Topic
M. Phil	Kurukshetra University, Kurukshetra	2001	65.33%/ Ist	<b>Cost Cut Strategies Adopted By Jindal Strips Ltd., Hisar</b>

Ph.D.	IKG Punjab Technical University, Jalandhar	2020	NA	Customer Relationship Management _ A Study of Life Insurance Corporation of India
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**Particulars of NET/JRF/SLET/GATE etc.**

Name of the Test	Name of the test conducting body	Month and year	Roll No.	Subject	Score, where applicable
NET	UGC	December, 1998	M645962	Commerce	NA

**Subject & Specialization**

Subject	Commerce
Specialization	Accounting & Finance

**Research Work**

Publications	Published/Accepted for publication	Numbers
1	Paper in International/ indian Journals / Articles	07
2	Papers published in Conference/Symposium & Seminars etc.	10
3	Books edited	01
4	Research Projects	--
5	Paper presented	15
6.	FDP/workshop attended	16
7.	Webinar attended	09

**List of Refresher Courses**

Name of Course /Summer School	Place	Duration	Sponsoring Agency
Orientation Course	UGC-HRDC, GNDU, Amritsar	15-05-2018 to 13.06.2018 (28 days)	UGC, New Delhi
UGC Sponsored Refresher Course in Management Studies (Commerce and Management - specific)	UGC-HRDC, Punjab University, Chandigarh	24.02.2021 to 09.03.2021 (21 Days)	UGC, New Delhi

### List of FDPs Attended

Sr. NO.	TITLE	ORGANISING INSTITUTE	DURATION	National/ Sponsored/International
1	Attended 2 days FDP on Teacher Taught Relationship	Hindu Kanya College, Kapurthala	10 <sup>th</sup> & 11 <sup>th</sup> March 2010	Staff Academy, Hindu Kanya College, Kapurthala
2	Attended workshop on Academic writing and research productivity	IKGPTU, Jalandhar	04.02.2019 to 05.02.2019	National workshop
3	Attended FDP on Research methodology and data analysis using SPSS	Lyallpur Khalsa College, Jalandhar	16.12.2019 to 21.12.2019	Under UGC-CPE
4	Attended two-week FDP on Managing online classes & co-creating MOOCS 2.0	Teachers Learning Center, Ramanujan College, University of Delhi	18.05.2020 to 03.06.2020	Ministry of Education, (PMMMNMST)
5	Attended 4-week online course on Cooperative learning pedagogy	GHG Khalsa College of Education, Gurusar Sidhar, Ludhiana	22.05.2020 to 18.06.2020	UNESCO'S OE4BW online mentoring program 2019
6	Attended two-week FDP on Advanced concepts for developing MOOCS	Teachers Learning Center, Ramanujan College, University of Delhi	02.07.2020 to 17.07.2020	Ministry of Education, (PMMMNMST)
7	FDP On Online Teaching - Learning Practices- Challenges And Solutions	Sri Guru Teg Bahadur Khalsa College, Sri Anandpur Sahib	July 7-13, 2020	
8	7 Days International FDP On Innovative Methods For Virtual Classroom Teaching: A Road To MOOCS	Punjab Commerce And Management Associations	July, 10-16, 2020	
9	FDP On Three Years Of GST – Impact On MSME	Sant Baba Dalip Singh Memorial Khalsa College, Domeli , Phagwara	20 <sup>th</sup> July 2020	
10	One Week FDP On Enhancing Digital Proficiency: A Platform For Refining The Research And Teaching Skills	Trinity College, Jalandhar	July 20-26, 2020	
11	FDP On New Trends In Higher Education And Emergence Of Smart Teachers	Nehru Arts And Science College, Thirumalayampal ayam, Coimbatore	25 <sup>th</sup> & 30 <sup>th</sup> June 2021	

12	Attended 5 Days FDP on Research Proposal And Questionnaire Writing	GHG Khalsa College, Gurusar Sadhar, Ludhiana	21 <sup>ST</sup> nov 23 to 25 <sup>th</sup> nov 23	council for teacher education
13	OnlineCertificate Course Cum Workshop of 32 hours on “Data Analysis Using R Programming”	Sanatan Dharma College, Ambala Cantt	11th April 2024 to 20th April 2024	
14	NEP Orientation And Sensitization Programme	Guru Nanak Dev University, Amritsar	02/12/24 to 10/12/24	MMTTC, Guru Nanak Dev University, Amritsar
15	3 Week Online workshop on TALLY Prime with GST	ESSGEE digiskills learning centre	28/04/25 To 20/05/25	
16	Attended National FDP ON “Start Up India: Empowering Youth For An Entrepreneurial Future”	Guru Gobind Singh College Of Management And Technology Giddarbaha	18/08/25 to 22/08/25	COMMERCE DEPARTMENT

### Research Papers Published in National /International Journals

<b>SR. NO.</b>	<b>Title</b>	<b>Journal</b>	<b>ISSN / ISBN No.</b>	<b>Page No.</b>
<b>1</b>	Role Of ICT In Business Development	Advanced Research in Management Engineering Technology	ISSN 2456-2998  Volume 2, Issue 2) (February 2017)-	392 to 396
<b>2</b>	The Effect Of Demographic Variables On Customer Retention Due To CRM Implications: An Empirical Study Of Life Insurance Corporation Of India	International journal of social sciences (IJRSS)	ISSN: 2249-2496, IF:7.081, Volume 9, Issue 3(2) (March 2019)-	399 to 411
<b>3</b>	Role Of CRM Initiatives Of Life Insurance Corporation Of India To Satisfy The Customers	International journal of advances scientific research and management	ISSN 2455-6378  Volume 4, Issue 5) (may 2019)-IF-4.265	130 to 134

4	A Study Of Customer Satisfaction Towards The CRM Strategies Of LIC	Think India journal	ISSN:0971-1260 Vol-22-Issue-10-November-2019	1981 to 1985
5	A Study Of Service Quality Of Life Insurance corporation Of India	PIMT Journal of research UGC approved (CARE list)	(ISSN: 2278-7925) Vol-12, No-2, January to March 2020 issue	90 to 94
6	ATAMNIRBHAR BHARAT AND HIGHER EDUCATION	International journal of creative research thoughts(IJCRT)  Open access peer reviewed referred journal	2024 IJCRT, Volume 12, Issue 6 June 2024  1 ISSN: 2320-2882	27-130
7	SUSTAINABILITY OF LIFE INSURANCE INDUSTRY	International journal of creative research thoughts(IJCRT)Open access peer reviewed referred journal	2024 IJCRT, Volume 12, Issue 4 April 2024 ISSN: 2320-2882	46-55

**Research papers published in various conferences/Seminars**

Sr. No.	Title of the Paper Presented	Title of Conference/ Seminar etc	Date of Event	Organized By	Whether International/ National/
1	Financial Sector Reforms in India	Economic Surge – 2011, ISBN : 978-81-922707-0-8	2011	Prem Chand Markanda SD College for Women, Jalandhar	Seminar
2	Mobile Commerce	Internet Commerce ISBN : 978-81-922707-1-5	9 <sup>th</sup> and 10 <sup>th</sup> feb 2012	SHDKMV, Kala Sanghian	UGC sponsored National Seminar
3	Role of ICT in Business and Economic Growth	Internet Commerce ISBN : 978-81-922707-1-5	9 <sup>th</sup> and 10 <sup>th</sup> feb 2012	SHDKMV, Kala Sanghian	UGC sponsored National Seminar

4	RBI response to High Inflation	Inflationary Tendencies in Indian Economy ISBN: 978-81-7072-136-9	2012	Prem Chand Markanda SD College for Women, Jalandhar	Seminar
5	Govt. Efforts towards Water Supply	Social Sector in India – Perspective and Solutions, ISBN 1-978-81-920878-0-4	26 <sup>th</sup> & 27 <sup>th</sup> October 2012	Hindu Kanya College, Kapurthala	UGC sponsored National Seminar
6	Work Force of India	eco-News, RR Bawa ISBN 978-81-926536-0-0	.november 19,2012	DAV College for Girls, Batala	UGC sponsored National Seminar
7	Emerging trends of insurance industry	Innovative research in commerce and management	3 <sup>rd</sup> September 2016	SGHRS College of women, Chabbewal	National conference
8	Accounting For Better Governance: IFRS(128-132)	Contemporary issues and challenges in commerce and management, and its impact on Indian economy	Mata Gujri Khalsa College, Kartarpur	4 <sup>th</sup> March 2017	National seminar
9	ਆਫਤ ਪ੍ਰਬੰਧਨ ਐਕਟ 2005 ਦੀ ਸਮੀਖਿਆ	ਕੁਦਰਤੀ ਆਫਤਾਂ ਪ੍ਰਬੰਧਨ ਅਤੇ ਪੰਜਾਬੀਆਂ ਦੀ ਭੂਮਿਕਾ( Saptrishi Publication , Chandigarh)	Directorate of Education , Patiala (SGPC)	20/08/24	International conference
10	Opportunities And Challenges Facing Entrepreneurs During Execution Of Enterprises In Punjab	Paper published in Sustaining Growth And Equity :Roadmap For Development Of Entrepreneurship In Punjab ISBN 978-81-986495-5-3(Aastha Prakashan Grih)	PCMSD COLLEGE JALANDHAR	<b>29<sup>TH</sup> MARCH</b>	National Conference

### List Of Papers Presented

Sr. No.	Title of the paper	Title of Conference/ Seminar etc	Date of Event	Organize d By	Whether International/ National/
1	Financial Sector Reforms in India-an analysis	Second Generation Economic Reforms -its socio economic prospects and challenges	12 <sup>th</sup> FEB 2010	Trinity College, Jalandhar	ICSSR sponsored seminar
2	The challenges of e marketing	E marketing- challenges and opportunities	30 <sup>th</sup> & 31 <sup>st</sup> August 2010	Doaba College, Jalandhar	UGC sponsored National Seminar
3	Transformation of business to corporate -An Analysis	Corporate Social Responsibility – Transforming Business to Corporate Citizenship	Hindu kanya College, Kapurthala	5 <sup>th</sup> and 6 <sup>th</sup> Feb 2011	UGC sponsored National Seminar
4	Emerging Trends in IT	Emerging Trends in IT	SHDKM V, Kala Sanghian	11th feb 2012	UGC sponsored National Seminar
5	Role of LIC in insurance industry	Changing Landscape of Indian Service Sector	24-25 Feb 2012	Sikh National College, Banga	UGC sponsored National Seminar
6	Changes in Marketing of LIC	DAV National Congress on Science, Technology and Management ISBN 978-81-923858-5-3	2014	DAVIET, Jalandhar	National seminar
7	CRM strategies of LIC	Contemporary issues in Commerce , Management And IT	24-24 March 2015	Arya PG College, Panipat	National Conference
8	Comparison of CRM strategies of LIC and private insurance companies	Contemporary issues and challenges in commerce and management and its impact on Indian economy	4 <sup>th</sup> March 2017	Mata Gujri Khalsa College, Kartarpur	National Conference

9	The challenges of creating sustainable competitive advantage in life insurance industry	Achieving sustainable strategic advantage (ICASSA-2k17)	9 <sup>th</sup> September 2017	GL Bajaj greater Noida	International Conference
10	Analysis of goods and services tax (GST) in India	GST: One Tax One Nation One Market Regime	30 <sup>th</sup> March 2019	Guru Nanak Dev University College , Patti(Taran Taran)	National seminar
11	Impact of FDI on Economic Growth of India- An empirical study	Challenges and issues in emerging business environment – social and technological innovations	Sri Guru Teg Bahadur Khalsa College, Sri Anandpur Sahib	31 <sup>st</sup> March 2023	National Conference
12	Corporate Social Responsibility (CSR) And Sustainable Development	PRESENTED PAPER on Corporate Social Responsibility In Emerging Markets And Developing Economies	DAV Hoshiarpur	<b>24<sup>th</sup> feb 2025</b>	National conference
13	Effect Of Globalization On Personal And Social Ethics		DAV Hoshiarpur	<b>22<sup>nd</sup> March 25</b>	International conference
14	ICSSR North Western Regional Centre Sponsored  On Viksit Bharat @2047: Achieving Sustainable Development Goals	Presented Paper On Sustainable Policies For Poverty And Inequality In India	HMV , JALAN DHAR	28 <sup>TH</sup> FEB 2025	National conference
15	SEMINAR ON “Artificial Intelligence And Machine Learning For Sustainable Growth In Daily Life	Presented paper on “ Artificial intelligence and its applications”	Mata Guri Khalsa College, Kartarpur	29 <sup>th</sup> march	In Collaboration With Institute Of Engineers(India) Punjab And Chandigarh State Centre



### List Of Webinars/Seminars Attended

Sr. No.	Title of webinar	Name of the College	Date
1	Attended national seminar on Inter faith national conference on leadership	GSSDGS Khalsa college Patiala	10.09.2016
2	Attended international workshop on Creating critical thinking in teaching of commerce and management	GSSDGS Khalsa college Patiala	9.10.2017
3	Webinar On COVID-19 Lessons For Educators	Punjab Commerce And Management Associations	25 <sup>th</sup> May 2020
4	International Webinar On Challenges Of Covid-19 For Economy And Economic Policy	Guru Nanak College For Girls, Sri Muktsar Sahib	15 <sup>th</sup> May 2020
5	Webinar On Global Impact Of Covid -19: A Political Perspective	Mata Gujri Khalsa College, Kartarpur	29 <sup>th</sup> May 2020
6	Online International Seminar On Effective Transitioning From Traditional (T) To Virtual(V) Class Teaching	Punjab Commerce And Management Associations	2 <sup>nd</sup> June 2020
7	National Webinar On Creating Virtual Learning Environment	Sri Guru Granth Sahib World University, Fatehgarh Sahib	5 <sup>th</sup> June 2020
8	National Capability Enhancement Conference: Education For Meaningful Life Part 3	Punjab Commerce And Management Associations	2 <sup>nd</sup> July 2020
9	ਪੰਜਾਬ ਵਿੱਚ ਉਚੇਰੀ ਸਿੱਖਿਆ ਦੇ ਅਜੋਕੀ ਸਥਿਤੀ ਸਮੱਸਿਆਵਾਂ ਅਤੇ ਸੰਭਾਵੀ ਹੱਲ ਵਿਸ਼ੇ ਤੇ ਦੇ ਰੋਜ਼ਾ ਕਾਨਫਰੰਸ ਅਟੈਂਡ ਕੀਤੀ	ਡਾਇਰੈਕਟੋਰੇਟ ਆਫ ਐਜੂਕੇਸ਼ਨ ਐਸਜੀਪੀਸੀ	02-03/10/2023

### Edited books

Names of Authors	Book Title, Editor	ISSN/ISBN No	Publisher	Year
<b>Dr. Sucheta Rani and Dr. Harmandeep Singh Gill</b>	<b>Contemporary Issues And Challenges In Commerce And Mgt: Its Impact On Indian Economy</b>	<b>978-93-49276-84-0</b>		<b>2025</b>

Dr. Sucheta Rani

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