

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	:	bansalsucheta@gmail.com
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	Cost Cut Strategies Adopted By Jindal Strips Ltd., Hisar

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 th & 11 th 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, (PMMMNMTT)
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, (PMMMNMTT)
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 th 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, Thirumalayampalayam, Coimbatore	25 th &30 th June 2021	

12	Attended 5 Days FDP on Research Proposal And Questionnaire Writing	GHG Khalsa College, Gurusar Sadhar, Ludhiana	21 ST nov 23 to 25 th nov 23	council for teacher education
13	Online Certificate 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

SR. NO.	Title	Journal	ISSN / ISBN No.	Page No.
1	Role Of ICT In Business Development	Advanced Research in Management Engineering Technology	ISSN 2456-2998 Volume 2, Issue 2) (February 2017)-	392 to 396
2	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
3	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 th and 10 th 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 th and 10 th 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 th &27 th 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 rd 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 th 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 Grah)	PCMSD COLLEGE JALAN DHAR	29TH MARCH	National Conference

List Of Papers Presented

Sr. No.	Title of the paper	Title of Conference/ Seminar etc	Date of Event	Organized By	Whether International/ National/
1	Financial Sector Reforms in India-an analysis	Second Generation Economic Reforms -its socio economic prospects and challenges	12 th FEB 2010	Trinity College, Jalandhar	ICSSR sponsored seminar
2	The challenges of e marketing	E marketing- challenges and opportunities	30 th & 31 st 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 th and 6 th 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 March2015	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 th 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 th 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 th 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 st 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	24 th feb 2025	National conference
13	Effect Of Globalization On Personal And Social Ethics		DAV Hoshiarpur	22 nd March 25	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 TH 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 th 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 th May 2020
4	International Webinar On Challenges Of Covid-19 For Economy And Economic Policy	Guru Nanak College For Girls, Sri Muktsar Sahib	15 th May 2020
5	Webinar On Global Impact Of Covid -19: A Political Perespective	Mata Gujri Khalsa College, Kartarpur	29 th May 2020
6	Online International Seminar On Effective Transitioning From Traditional (T) To Virtual(V) Class Teaching	Punjab Commerce And Management Associations	2 nd June 2020
7	National Webinar On Creating Virtual Learning Environment	Sri Guru Granth Sahib World University, Fathegarh Sahib	5 th June 2020
8	National Capability Enhancement Conference: Education For Meaningful Life Part 3	Punjab Commerce And Management Associations	2 nd July 2020
9	ਪੰਜਾਬ ਵਿੱਚ ਉਚੇਰੀ ਸਿੱਖਿਆ ਦੇ ਅਜੋਕੀ ਸਥਿਤੀ ਸਮੱਸਿਆਵਾਂ ਅਤੇ ਸੰਭਾਵੀ ਹੱਲ ਵਿਸ਼ੇ ਤੇ ਦੋ ਰੋਜ਼ਾ ਕਾਨਫਰੰਸ ਅਟੈਂਡ ਕੀਤੀ	ਡਾਇਰੈਕਟਰੇਟ ਆਫ ਐਜੂਕੇਸ਼ਨ ਐਸਜੀਪੀਸੀ	02-03/10/2023

Edited books

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

Dr. Sucheta Rani

Assistant Professor in Commerce
Mata Gujri Khalsa College, Kartarpur