Sri Venkateswara College

(University of Delhi)
Benito Juarez Road, New Delhi - 110021
(Phone No. - 011-2411 2196 : Email - principal@svc.ac.in)

Print Date : 24-11-2026

1. Personal Profile



Title: **Dr.** First Name: **NEHA** Last Name: **SINGHAL**

Designation: **ASSISTANT PROFESSOR** Mobile No. **----------**

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Facebook: ---------- Twitter: ----------

LinkedIn: **https://www.linkedin.com/in/neha-singhal-99893283** Instagram: ----------

Youtube: ---------- Research Gate Link: ----------

Google Scholar Link: **https://scholar.google.com/citations?hl=en&authuser=1&user=gdi_86AAAAAJ**

Address: **----------**

2. Educational Qualifications

Degree/ Certification	Institution	Year
B.Com (H)	Daulat Ram College, DU	2005
B.ed	Guru Nanak College of Education, IPU	2006
M.Com	Department of Commerce, DU	2008
Ph.D	Department of Commerce, DSE, DU	2017
DOEACC	AICTE-DIT	2011

3. Career Profile & Administrative Assignments

Category	Role/ Designation	Department/ Committee	Date From - To	Remarks
ADMINISTRATIVE ASSIGNMENTS	NODAL OFFICER	NEP SARTHI SRI VENKATESWARA COLLEGE	07.Jun.2023 - Till date	
ADMINISTRATIVE ASSIGNMENTS	MEMBER	SRIVIPRA COMMITTEE SRI VENKATESWARA COLLEGE	15.May.2022 - Till date	

ADMINISTRATIVE ASSIGNMENTS	MEMBER	LIBRARY COMMITTEE SRI VENKATESWARA COLLEGE	07.Oct.2023 - 30.May.2025	
ADMINISTRATIVE ASSIGNMENTS	MEMBER	ANNUAL REPORT AND PROSPECTUS COMMITTEE SRI VENKATESWARA COLLEGE	22.Sep.2022 - 30.May.2025	
ADMINISTRATIVE ASSIGNMENTS	MEMBER	COMMERCE (COMSOC, SEMINAR, ALUMNI, ADD ON, FDP) ASCEND E - CELL, BLUECHIP, EXTENSION, MARKETING CLUB SRI VENKATESWARA COLLEGE	05.Sep.2013 - 30.Jun.2023	
ADMINISTRATIVE ASSIGNMENTS	MEMBER	ADMISSIONS GRIEVANCE COMMITTEE SRI VENKATESWARA COLLEGE	01.Jul.2025 - 30.Jun.2027	
ADMINISTRATIVE ASSIGNMENTS	MEMBER	ADMISSIONS COMMITTEE SRI VENKATESWARA COLLEGE	01.Jul.2024 - 30.Aug.2025	I was member of Admission Committee, Department of Commerce
ADMINISTRATIVE ASSIGNMENTS	MEMBER	EOC - EQUAL OPPORTUNITY CELL SRI VENKATESWARA COLLEGE	10.Jun.2025 - Till date	
CAREER PROFILE	CONVENER	YOUTH INDIA FOUNDATION SVC SRI VENKATESWARA COLLEGE	05.Aug.2026 - Till date	
ADMINISTRATIVE ASSIGNMENTS	CONVENER	ADMISSION HELPDESK SRI VENKATESWARA COLLEGE	01.Jul.2025 - 31.Aug.2026	
ADMINISTRATIVE ASSIGNMENTS	EXECUTIVE MEMBER	ANNUAL DAY SRI VENKATESWARA COLLEGE	25.Apr.2026 - 31.Jul.2026	
ADMINISTRATIVE ASSIGNMENTS	MEMBER	OUTREACH PROGRAM – SEWA FIRST INNOVATION CHALLENGE SRI VENKATESWARA COLLEGE	07.Oct.2026 - Till date	
ADMINISTRATIVE ASSIGNMENTS	MEMBER	STAFF GRIEVANCE REDRESSAL COMMITTEE SRI VENKATESWARA COLLEGE	23.Jun.2026 - Till date	

4. Other Profiles

Other Profile Name/ Description

5. Research Guidance

Year	Guide For	Title of the Dissertation/ Thesis	Scholar Name	Status
2030	Ph. D.	----	ADARSH YADAV	Pursuing

6. Research Projects

Year	Title of Project	Sponsorship Agency	Duration	Amount Sanctioned	Date of Sanction

7. Publications

Category	Publication Name	Title	Name of Author	Reference Link/ DOI Link	Publication (Month-Year)
JOURNAL PAPER (International)	Participation in Online Health Communities – Decoding the Antecedents and Outcomes	Asia Pacific Journal of Health Management	Dr. Neha Singhal (Joint Author)	: https://doi.org/10.24083/apjhm.v18i2.1387	August 2023
JOURNAL PAPER (International)	AIDA analysis of Swachh Bharat Abhiyan: Role of behavioral antecedents	Academy of Marketing Studies Journal	Dr. Neha Singhal (Joint Author)		September 2022
JOURNAL PAPER (International)	Moderating Effects Of A Health Consciousness on Consumer Behavior Towards RTE Foods	Academy of Marketing Studies Journal	Dr. Neha Singhal (Sole Author)		August 2022
JOURNAL PAPER (National)	A Study of Consumer Behavior towards Genetically Modified Foods and the moderating effects of Health Consciousness	VISION	Dr. Neha Singhal (Sole Author)	https://doi.org/10.1177/0972262918786103	July 2018
JOURNAL PAPER (International)	Online Reviews, Consumer Confusion and Cognitive Dissonance: Need for Cognition and Self Efficacy as Moderators	International Journal of Management, Administration, Leadership & Education	Dr. Neha Singhal (Joint Author)		June 2018
JOURNAL PAPER (International)	Representation of Women in Advertising	International Journal of Management, Administration, Leadership & Education	Dr. Neha Singhal (Joint Author)		April 2018

JOURNAL PAPER (National)	A Study of Consumer Behavior Towards Organic Food and the Moderating Effects of Health Consciousness	The IUP Journal of Marketing Management	Dr. Neha Singhal (Sole Author)	https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3215699	August 2017
CHAPTER (International)	“Antecedents & Outcomes of Status consumption of Luxury restaurants Post Covid-19”/Building Resilience in Global Business During Crisis	Taylor and Francis Group	Dr. Neha Singhal (Joint Author)	https://doi.org/10.4324/9781032719870	March 2024
CHAPTER (International)	Impact of Political Brand Value in Social Media Activities/Digital Market Outreach	Routledge Publications	Dr. Neha Singhal (Joint Author)	https://doi.org/10.4324/9781003315377	August 2022

8. Books

Category	Book Name	Title	Name of Author	ISSN/ ISBN Number
BOOK (University)	AUDITING	Dr. NEHA SINGHAL (Sole Author)	SCHOLAR TECH PUBLICATIONS	978-93-91720-99-5
BOOK (University)	Business Orgainsation and Management	Dr. NEHA SINGHAL (Joint Author)	SCHOLAR TECH PUBLICATIONS	978-93-87273-57-3
BOOK (University)	Business Research Methods	Dr. NEHA SINGHAL (Joint Author)	SCHOLAR TECH PUBLICATIONS	978-93-91720-56-8
BOOK (University)	Corporate Governance	Dr. NEHA SINGHAL (Sole Author)	SCHOLAR TECH PUBLICATIONS	978-93-91720-67-4

9. Faculty Achievements

Year	Category of Achievement	Role	National/ International etc.	Name	Date From-To
2025	FACULTY DEVELOPMENT PROGRAM ATTENDED	PARTICIPANT	University	Understanding Latest changes in Income Tax	30.Aug.2024 - 30.Aug.2024
2024	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	PARTICIPANT	National	E-Filing of ITR 2(Excel Utility)	21.Sep.2024 - 21.Sep.2024
2024	FACULTY DEVELOPMENT PROGRAM ATTENDED	PARTICIPANT	National	FDP On Sustainable Food Development: Integrating Socio-Economic, Cultural and Political Perspectives in Indian Traditions”	14.Oct.2024 - 19.Oct.2024
2024	FACULTY DEVELOPMENT PROGRAM ATTENDED	PARTICIPANT	National	Future-Proofing Commerce and Management Education: Embracing Digital Disruptions and Global Business Transformation	20.Dec.2024 - 27.Dec.2024
2026	REFRESHER COURSE ATTENDED	PARTICIPANT	University	1. Multidisciplinary Refresher Course on Teaching, Research and Technology	16.Feb.2026 - 28.Feb.2026
2025	FACULTY DEVELOPMENT PROGRAM ATTENDED	PARTICIPANT	University	Future-Proofing Commerce and Management Education: Embracing Digital Disruptions and Global Business Transformation	08.Sep.2025 - 13.Sep.2025
2025	SEMINAR ATTENDED	PARTICIPANT	College	“Towards Excellence in Tax Education: Essential Amendments for AY 2025–26, Practical ITR Filing & AI tools for understanding Tax law”	19.Aug.2025 - 19.Aug.2025
2023	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	University	One day workshop for Principal/ Administrators on ‘Implementation of the FYUGP and the responsibilities and challenges	18.Dec.2023 - 18.Dec.2023
2024	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	National	16th FIP on Embracing change-NEP Implementation and evolution of young faculty mindsets and structures	19.Feb.2024 - 19.Feb.2024
2025	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	National	New education Policy and the leadership challenges for the faculty members (FIP)	11.Nov.2025 - 11.Nov.2025
2025	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	International	International Conference on Sustainable and Indigenous Technologies and Cultures	02.Dec.2025 - 02.Dec.2025
2026	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	College	External Examiner for conducting Viva-Voce of B.Com (H), 4th year students (Dissertation and Academic Project)	21.Apr.2026 - 21.Apr.2026

2026	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	National	National Conference on REIMAGINING INDIA In The 21st CENTURY: A Multidisciplinary Vision for Viksit Bharat	28.Apr.2026 - 28.Apr.2026
2026	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	University	Understanding the Vision of NEP 2020 (FDP)	15.Jun.2026 - 15.Jun.2026
2024	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	University	Refresher Course in Curriculum Design and Assessment for Teachers of Social Sciences	20.Mar.2024 - 20.Mar.2024
2026	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	National	National Conference on Emerging Trends in Commerce, Management and Economics (NC-ETCME 2026),	13.Apr.2026 - 13.Apr.2026
2026	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	National	Two-Day National Conference on “Business Transformation Strategies for Sustainable Development Goals (SDGs)”	10.Apr.2026 - 10.Apr.2026
2023	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	College	Orientation Programme on New Education Policy, 2020	07.Jul.2023 - 07.Jul.2023
2026	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	University	Assessment and Evaluation Reforms under NEP (FDP)	17.Jun.2026 - 17.Jun.2026
2025	REFRESHER COURSE ATTENDED	PARTICIPANT	University	Two-week online refresher course on “Bridging Theory and practice: Emerging trends in Accounting and Taxation	01.Jul.2025 - 14.Jul.2025
2024	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	University	Orientation Programme on New Education Policy, 2020	17.Jan.2024 - 17.Jan.2024
2025	REFRESHER COURSE ATTENDED	PARTICIPANT	University	Bridging Theory and Practice: Emerging Trends in Accounting and Taxation	01.Jul.2025 - 14.Jul.2025
2025	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	PARTICIPANT	College	Towards Excellence in Tax Education: Essential Amendments for AY 2025–26, Practical ITR Filing & AI tools for understanding Tax law”	19.Aug.2025 - 19.Aug.2025
2026	REFRESHER COURSE ATTENDED	PARTICIPANT	University	Teaching, Research and Technology	16.Feb.2026 - 28.Feb.2026

Dr. NEHA SINGHAL