

## Ch. Balluram Godara Government Girls College, Sriganganagar

### *Faculty-Profile*

Name: Dr. Rakesh Kumar Jhamb

Subject: A.B.S.T. (Commerce)

Designation: Assistant Professor

Academic Qualifications: M.Com. (ABST), M. Phil, Ph.D.

Area of Specialization: Accounting and Finance

Teaching Experience: UG: 22 years; PG: 10 years.



#### Publications:

##### ➤ Chapters in Edited Books :

| Sr. No. | Title of the Book                           | Year of Publication | Details of Publisher  | ISSBN /ISSN No.         |
|---------|---|---------------------|---|-------------------------|
| 1.      | MARKETING AND PROMOTION OF SERVICE INDUSTRY | 2022                | INSPIRA<br>25, Modi Sadan, Sudama Nagar, Tonk Road, Jaipur-302018, Rajasthan, India | ISBN: 978-93-91932-25-1 |
| 2.      | Digital Marketing in the Current Era        | 2022                | S Sharda Global Research Publications, Jaipur                                       | ISBN: 978-81-954709-7-8 |

##### ➤ Research Papers Published in Journals:

| Sr. No. | Title of the paper   | Year of Publication | Details of Publisher   | Indexing (UGC/Scopus/WOS) |
|---------|--|---------------------|--|---------------------------|
| 1.      | Customer's attitude towards Products and Services of Banks                               | 2019                | Remarking An Analisation, International Journal of Social Research Foundation, Vol-3*ISSUE-11*(part-2). ISSN: 2394-0344                            | UGC                       |
| 2.      | Evaluation of Products and Services of SBI and ICICI Bank                                | 2019                | Shrinkhla Ek Shodhparak Vaicharik Patrika, International Journal of Social Research Foundation, Vol-6*ISSUE-8*(part-2) April 2019. ISSN: 2321-290X | UGC                       |
| 3.      | Role of Technology in Indian Banking Sector  | 2020                | Inspira – Journal of Modern Management and Entrepreneurship (JMME), Vol 10, No 1, Jan 2020. ISSN 2231-167X   |                           |
| 4.      | Performance Appraisal of HFIs (HDFC & LICHFL)- Financial Analysis through CAMEL Approach | 2021                | International Journal of Social Impact<br>ISSN: 2455-670X<br>Volume 6, Issue 1, www.ijsi.in  January-March, 2021                                   |                           |
| 5       | Indian Agriculture and Farmers: Problems and Solutions                                   | 2021                | EDUCATION TODAY<br>A Multidisciplinary International Peer Reviewed/Refereed Journal, Vol 11, No 24, ISSN : 2229-5755                               |                           |
| 6       | Challenges and Opportunities of Banking Sector in India                                  | 2022                | International Journal of Social Impact, ISSN: 2455-670X<br>Volume 7, Issue 1, www.ijsi.in  |                           |

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|----|---|------|---|--|
|    |   |      | January-March, 2022   |  |
| 7  | IMPACT OF GST ON INDIAN ECONOMY                       | 2022 | International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS) 5<br>ISSN :2581-7930, Impact Factor: 6.809, Volume 05, No. 04(II), October-December, 2022, pp 05-08            |  |
| 8  | BHARAT MAIN UCCH SHIKSHA KI CHUNOTIYA                 | 2022 | International Journal of Education, Modern Management, Applied Science & Social Science (IJEMASSS) 121<br>ISSN : 2581-9925, Impact Factor: 6.882, Volume 04, No. 04(I), October - December, 2022, pp. 121-124 |  |
| 9  | Progress and Prospects of Higher Education in India   | 2022 | Aayushi International Interdisciplinary Research Journal (AIIRJ), ISSN 2349-638x, vol IX, Dec 2022.   |  |
| 10 | PROBLEMS AND PROSPECTS OF AUTOMOBILE SECTOR IN INDIA  | 2023 | International Journal of Creative Research Thoughts (IJCRT),<br>ISSN: 2320-2882, Volume 11, Issue 1 January 2023.   |  |
| 11 | INDIAN TEXTILE INDUSTRY: CHALLENGES AND OPPORTUNITIES | 2023 | Inspira-Journal of Commerce, Economics & Computer Science (JCECS) 7<br>ISSN : 2395-7069, Impact Factor: 6.289, Volume 09, No. 02, April-June, 2023, pp. 07-11   |  |

➤ **Research Papers Published in Conference Proceedings: -**

| Sr. No. | Title of the paper  | Year of Publication | Details of Publisher  | Date & Details of conference   |
|---------|---|---------------------|---|--|
| 1       | Corporate Governance in India   | 2011                | Corporate Governance, APH Publishing House, New Delhi (ISBN 978-81-313-1161-8)  | 25-02-11 to 26-02-11, Creating A Better India Through Corporate Governance organized by Seth G.L. Bihani S.D. PG College, Sriganaganagar                   |
| 2       | Social Responsibility & Bus. Ethics   | 2012                | Publication of Mata Gujri College, Fatehgarh Sahib, Punjab (ISBN 978-81-921391-9-7).  | 03-11-12, Emerging Paradigms in Bus. Ethics organized by Mata Gujri College, Sri Fatehgarh Sahib, Punjab   |
| 3       | Philosophical Evaluation of Corporate Governance – A Study of Ethics & Values | 2015                | Recent Trends in Business Finance and Economics organized by Deptt. Of Bus. Finance and Eco, Fac. Of Commerce and Mgt, JNVU, Jodhpur. | 08-10-15 to 10-10-15 Recent Trends in Business Finance and Economics organized by Deptt. Of Bus. Finance and Eco, Fac. Of Commerce and Mgt, JNVU, Jodhpur. |
| 4       | Sustainable Development in Developing   | 2016                | Research Icon, vol. 1 no. 3 oct.2015 – jan 2016 (ISSN: 2395-  | 15-01-16 to 16-01-16 Entrepreneurship, Global Economy and Sustainable Development for  |

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|---|--|------|---|---|
|   | Countries  |      | 6585)   | Developing Nations organized by Dayanand College, Ajmer (Rajasthan)   |
| 5 | Role of NAAC for quality Assurance of Higher Education in India, | 2018 | Gina Publication, Tantia University, Sriganganagar. (ISBN: 978-81-936150-4-1) | 12-05-18, Inclusive and Quality Education: Challenges and Issues organized by Tantia University, Sri Ganganagar |

➤ **Papers presented in Conferences/Seminars:-**

| SR. NO. | TITLE OF PAPER  | TOPIC OF THE CONFERENCE   | ORGANISED BY  | TYPE           | DATE                 |
|---------|---|---|---|----------------|----------------------|
| 1       | Corporate Governance in India   | Creating A Better India Through Corporate Governance                                | Seth G.L. Bihani S.D. PG College, Sriganganagar                         | National       | 25-02-11 To 26-02-11 |
| 2       | Critical Evaluation of FDI in Retail in India                                 | Multi Brand FDI in Organised Retail in India  | Govt. College, Ajmer (Rajasthan)  | National       | 01-03-12 To 02-03-12 |
| 3       | Social Responsibility & Bus. Ethics   | Emerging Paradigms in Bus. Ethics   | Mata Gujri College, Sri Fatehgarh Sahib, Punjab                         | National       | 03-11-12             |
| 4       | FDI in Indian economy   | Financial Turmoil in Western Economies & its Impact on Indian eco.                  | D.A.V. College, Abohar (Punjab)   | National       | 29-11-12             |
| 5       | Corporate Governance in Banking Sector  | Indian Banking: Emerging Challenges and Potential strategies                        | D.A.V. College, Malout (Punjab)   | National       | 01-03-13 To 02-03-13 |
| 6       | Human Resource Development and Management in Indian Perspective               | Human Resource Development in South Asia: Issues, Achievements, Chall.              | Govt. College, Ajmer (Rajasthan)  | Inter-national | 19-12-13 To 21-12-13 |
| 7       | Foreign Direct Investment in retail Market in India                           | FDI: Challenges, Impact and Prospects   | Seth G.L. Bihani S.D. PG College, Sriganganagar                         | National       | 14-02-14 To 15-02-14 |
| 8       | Corporate Social responsibility and Corporate Governance                      | Paradigm Shift in Accounting and Reporting Practices under Companies Act, 2013      | Deptt. Of ABST, University of Rajasthan, Jaipur                         | National       | 20-02-15 To 21-02-15 |
| 9       | Philosophical Evaluation of Corporate Governance – A Study of Ethics & Values | Recent Trends in Business Finance and Economics                                     | Deptt. Of Bus. Finance and Eco, Fac. Of Commerce and Mgt, JNVU, Jodhpur | Inter-national | 08-10-15 To 10-10-15 |
| 10      | Higher Education and women Participation in India                             | Women empowerment through Higher Education in India                                 | Govt. Bangur P.G. College, Pali (Rajasthan)                             | National       | 27-10-15             |
| 11      | Sustainable Development in Developing Countries                               | Entrepreneurship, Global Economy and Sustainable Development for Developing Nations | Dayanand College, Ajmer (Rajasthan)                                     | National       | 15-01-16 To 16-01-16 |
| 12      | Biotechnology for Sustainable Development                                     | Role of Technology in Sustainable Development                                       | M.D. college, Sriganganagar, (Rajasthan)                                | National       | 23-12-16 To 24-12-16 |

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|----|--|---|--|----------------|----------------------|
| 13 | Role of Media in Indian Democracy                                | Literature, Society and Media   | Ch. Balluram Godara Govt. Girls College, Sriganganagar | National       | 06-01-17             |
| 14 | Role of Tourism Industry in India                                | Tourism, Linguistics and Culture  | Dayanand College, Ajmer                                | National       | 14-01-17             |
| 15 | Role of Globalization in Promoting Higher Education In India     | Higher education in 21st Century: Issues, Challenges and opportunities  | N.D.B. Govt. College, Nohar                            | National       | 27-01-17 To 28-01-17 |
| 16 | Women Participation in Higher Education                          | Excellence in Higher Education, The Road Ahead                          | Govt. PG college, Dausa                                | National       | 26-09-17 To 27-09-17 |
| 17 | Causes and Effects of Environmental Degradation in India         | Technological Development in Contemporary Era of Threat to Environment  | N M Law PG College, Hanumangarh                        | Inter-national | 11-12-17 To 12-12-17 |
| 18 | Role of NAAC for Quality Assurance                               | Inclusive and Quality Education : Challenges and Issues                 | Tantia University, Sri Ganganagar                      | Inter-national | 12-05-18             |
| 19 | Role of Technology in Indian Banking Sector                      | Emerging Trends and Scope in the Banking Sector                         | Sophia Girls College, Ajmer                            | National       | 24-08-18 To 25-08-18 |
| 20 | Uses and Significance of Statistical Tools in Financial Analysis | Modern Trends in Research Methodology                                   | Tantia University, Sri Ganganagar                      | National       | 07-01-19 To 08-01-19 |
| 21 | Impact of Liberlisation on Indian Tribals                        | Jan Jatiya lok sanskriti and sathiya                                    | Govind Guru Jan Jatiya University, Banswara            | National       | 10-08-19 To 11-08-19 |
| 22 | Impact of Globalization on Indian Societty                       | Samkaalin Vimarsh Aur Behtar Smaj ke Sape                               | Bhagwati Girls College, Lalgarh, Sriganganagar         | Inter-national | 11-10-19 To 12-10-19 |
| 23 | Role of Business in Environmental Conservation                   | Vashvik Pravarn Sankat  | B. R. A. Govt. College, Sriganganagar                  | National       | 15-11-19             |
| 24 | Envvironment and Economic Development                            | Environmental Ethics, Resource Management and Regional development      | B. R. A. Govt. College, Sriganganagar                  | Inter-national | 29-11-19 To 30-11-19 |
| 25 | Effects of Organic Farming on Input Cost                         | Environmental Protection, Constitutional, Legal and Regulatory Measures | Tantia University, Sri Ganganagar                      | National       | 22-02-20 To 23-02-20 |
| 26 | Statistical Methods for Monitoring Environmental pollution       | Vashvik Pariavarn Pradution aur Jalvayu Parivartan                      | Mata Krishnavanti College, Padampur                    | Inter-national | 25.12.21             |
| 27 | Fundamentals of Research Methodology in Social Science           | Modern Trends in Research Methodology                                   | Tantia University, Sri Ganganagar                      | National       | 25.07.22 To 26.07.22 |
| 28 | Impact of New Education Policy on Higher Education in India      | Rashtriya Shiksha Niti 2020   | N.D.B. Govt. College, Nohar                            | National       | 01.11.22             |
| 29 | Critical evaluation of Mutual Funds in India                     | Global Challenges and Opportunities in Research and Innovation          | Inspira Research Association, Jaipur                   | Inter-national | 06.01.23 To 07.01.23 |

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|----|--|--|---|----------------|----------------------|
| 30 | Impact of Air Pollution on Human Health          | Emerging Issues and challenges in energy and environment | Govt college, Rajgarh, Alwar, Rajasthan | Inter-national | 20.01.23 To 21.01.23 |
| 31 | Corporate Challenges for Sustainable development | Environment, Sustainable Development and Human Health    | Govt College, Rajsmand, Rajasthan       | Inter-national | 16.12.22 To 17.12.22 |

➤ **Organized Conferences/Seminar:**

| Sr. No. | Title of the conference                       | Date & Details of conference   |
|---------|---|--|
| 1       | FDP on ABST under Gyan Ganga Program          | Organizing Secretary, State Level Short Term Online Training Program Jointly Organized by COMMISSIONERATE OF COLLEGE EDUCATION, RAJASTHAN & DEPARTMENT OF ABST CH. BALLURAM GODARA GOVT. GIRLS COLLEGE SRI GANGANAGAR under Gyan Ganga Program. (18-23, Jan, 2021) |
| 2       | FDP on Public Policy under Gyan Ganga Program | Organizing Secretary, State Level Short Term Online Training Program Jointly Organized by COMMISSIONERATE OF COLLEGE EDUCATION, RAJASTHAN & DEPARTMENT OF COMMERCE, CH. BALLURAM GODARA GOVT. GIRLS COLLEGE SRI GANGANAGAR (22-27, FEB, 2021)                      |

➤ **Training Programmes ,FDPs and MOOCs Attended:**

| Sr. No. | Date                           | Title of the FDPs and MOOCs  |
|---------|--------------------------------|--|
| 1       | 06-12-2010 to 01-01-2011       | Orientation Course, ASC, University of Rajasthan, Jaipur.  |
| 2       | 30-01-2012 to 18-02-2012       | Refresher Course in Business Management, ASC, University of Rajasthan, Jaipur  |
| 3       | 07-09-2015 to 26-09-2015       | Refresher Course in Globalization and Emerging Economic Trends, HRDC, University of Rajasthan, Jaipur.   |
| 4       | 21st May 2020 to 30th May 2020 | FDP on "Effective Ways To Develop E-content For Teaching-Learning", UGC-HUMAN RESOURCE DEVELOPMENT CENTRE, SAVITRIBAI PHULE PUNE UNIVERSITY PUNE.  |
| 5       | 28/05/2020 to 03/06/2020       | Online Short Term Course on E-Content Development" during organized by UGC – Human Resource Development Centre, GUJARAT UNIVERSITY, Ahmedabad  |
| 6       | 08-06-2020 to 14-06-2020       | One Week Faculty Development Programme on "Open Source Tools for Research" Ramanujan College, University of Delhi.   |
| 7       | 24-06-2020 to 29-06-2020       | National Workshop (Faculty Development Programme) on Managing Virtual Classrooms and Open Educational Resources Organized by Centre for Academic Leadership and Education Management (CALEM), Panjab |

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|---|--------------------------|---|
|   |                          | University, Chandigarh.   |
| 8 | 25-26 August, 2020.      | State Level Workshop cum Training Program on E- Content: Design, Development Delivery and Response jointly organized by Directorate College Education, Rajasthan and Govt. Dungar College, Bikaner. |
| 9 | 30.01.2021 to 14.02.2021 | TWO-WEEK INTERDISCIPLINARY REFRESHER COURSE/FACULTY DEVELOPMENT PROGRAMME for “ADVANCED RESEARCH METHODOLOGY Tools and Techniques”  |

➤ **Research Projects Undertaken:-**

| Sr. No. | Funding Agency | Details of the project with duration and amount   |
|---------|----------------|---|
| 1.      | UGC            | MINOR RESEARCH PROJECT on the topic “Evaluation of Product and Services of Banks” – A Comparative Study of SBI and ICICI Bank (2015 to 2017), Rs 130000 |

➤ **Membership of Academic Associations:-**

| Sr. No. | Year | Details of academic association      |
|---------|------|--------------------------------------|
| 1       | 2022 | INSPIRA RESEARCH ASSOCIATION, JAIPUR |

➤ **You tube channel:-**

| Sr. No. | Year of start of channel | Link of You tube channel  |
|---------|--------------------------|---|
| 1       | 2020                     | <a href="https://youtube.com/@jhamb27">https://youtube.com/@jhamb27</a> |

