

Dr. Aditi Mehrotra

Assistant Professor

Department of Commerce

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About Me

I did my Ph.D. and Post Graduation from University of Lucknow.

Research Interests

Consumer Behaviour, Sales Promotion & Advertising, Accounting.

Teaching Interests

1. Financial Accounting
2. Cost Accounting
3. Business Finance
4. Corporate Accounting
5. Taxation
6. Marketing

Academic Qualifications

1. Doctor of Philosophy (Ph.D. in Commerce) awarded in the year 2016.
2. Masters of Commerce (M.Com., Pure Commerce) from University of Lucknow, Lucknow in the year 2004.

Positions Held

1. Assistant Professor, Department of Commerce.

2. Academic Counsellor for B.Com. programme at IGNOU.

Research Publications

Papers published in Journals-03

Conferences/ Seminars/Talks

Participated and presented papers in various National and International Seminars.

Webinars

Number of webinars attended-05

FDP's / Workshop

Number of workshops / FDP's attended-06

Administration

1. Co-Advisor of the Entertainment Club.
2. Discharged duties as Rapporteur in various technical sessions of Seminars held at University of Lucknow and Avadh Girls' Degree College, Lucknow.