

DEPARTMENT OF COMMERCE

CLASSES/DIVISIONS TAUGHT:

- Marketing & Human Resource Management (T.Y.B.Com)
- Export Marketing (T. Y. B .Com)
- Advertising (S. Y. B. Com)
- Principles of Management, Production & Finance (S. Y. B. Com)
- Introduction To Business & Service Sector Management (F. Y. B. Com)
- Environmental Studies (F. Y. B. Com)

FACULTY:

1. NAME: **Dr. Sussmita Daxini (H.O.D)**
QUALIFICATIONS: M.Com, MHRDM, M. Phil., PhD.

2. NAME: **Dr. Shaji K. Joseph**
QUALIFICATIONS: M.Com, SET, PhD.

3. NAME: Mr. Ramesh Bodhankar
QUALIFICATIONS: M.Com, M.Phil, B.Ed.

4. NAME: Ms. Reshma Shaikh
QUALIFICATIONS: M.Com, B.Ed.

STAFF ACHIEVEMENTS:

DR. SUSSMITA DAXINI

- Chairperson of Research Cell
- Co-ordinator of Post Graduate Course i.e. M. Com since 2005-06 run by the College.
- Member of Internal Quality Assurance Cell (IQAC) of college NAAC Reaccreditation Committee.
- Prof-in-Charge of Students' Council since 2000-01. Sucessfullyorganised various cultural activities and competitions at Collegiate and Inter- Collegiate level. Judge at various competitions held by different schools and colleges of Mumbai.
- Member of Local Inquiry Committee.
- Member of Staff Academy
- Appointed as Adhoc member of Board of Studies in Commerce.

- Resource person in the subject of Advertising at K.P.B. Hinduja College and P.D. Karkhanis College of Arts and Commerce, Ambarnath.
- Nominated as a Member of Selection Committee constituted by VC for appointment and or / placement of teachers .

Publications in Peer-reviewed Journals/ Conference Proceedings with ISSN/ISBN:

- Career Plateau and Transition, published in Global Journal of Management Applications, vol II No (2) April-June 2012, ISSN 2249-345X
- Growth through Personal branding, published in Global Journal of Management Applications, vol II No (3) July- September 2012, ISSN 2249-345X
- Corporate Co-branding, published in International Journal of Research, vol 2(1), Jul-Dec 2012, ISSN 2231-6124
- Virtual Leadership, published in Global Journal of Management Applications, vol II No (4) October December 2012, ISSN 2249-345X
- Corporate Rebranding- New Life New Identity published in Global Journal of Management Applications, vol II No (I) Jan-Mar 2012, ISSN 2249-345X
- Emotional Intelligence- The Quintessential of Achieving Excellence in Leadership, Alchemy in Social Science Research, edited by Shyamala C. Rao, 2011, ISBN:978-93-81361-34-4
- TopsyTurvy Road- An Insight into Tyre Industry published in proceedings of the National Conference, sponsored by UGC on The Indian Business Scenario: Global Changes on 26-27th Nov 2012, ISBN: 978-93-82429-88-3
- Impending Crisis Makes Hr Rejuvenation Imperative published in Dec, 2012 in Journal on Global Financial Crisis: Indian Scenario, ISBN: 978-93-82062-49-3
- Change-Oriented Leadership: For a Competitive Edge in Business World published in Management Guru: Journal of Management Research, vol 2, Issue 2, Nov-Dec-Jan:2013-14, ISSN 2319-2429
- Inexorability of Innovation in Contemporary Service Sector published in Emerging Trends in Service Sector, ISBN:978-93-82159-52-0 in 2014
- Change-Oriented Leadership: Getting Ahead of Competition published in Leadership and Change Management, ISBN 978-81-924836-3-4, 2014
- Imperatives of Innovation for Service Sector Transformation published in Global Journal of Management Applications, vol IV No (1) Jan-Mar 2014 and vol IV – No 2, April-June, 2014 ISSN 2249-345X
- Ritualizing the Brand- New Paradigm in Modern Marketing published in International Journal of Business, Management and Social Sciences, vol. IV, Issue 5(I), January 2015, ISSN: 2249-7463 Impact factor: 1.3409.

Papers Presented:

- A paper entitled CSR As A Determinant Of Strategic Marketing Issues presented at UGC sponsored National Seminar conducted by M.D. College of Arts, Science And Commerce on 16th -17th Jan, 2010.
- Attended and presented a paper on Green marketing- New Hopes and Challenges at International Commerce and Management Conference at Slovak Republic in May 2010.
- Two papers entitled Green Marketing and Empirical Study in Performance Management System in Mahindra and Mahindra Ltd organized by All India Commerce Conference held in October 2010 in Goa.
- Presented paper entitled Ecotel Hotels- A Case Study Of Rhodas Hotel” at All India Commerce Conference organized at Goa from 1st-3rd Oct, 2010.
- Presented paper entitled “24/7 work connectivity – An ethical dilemma” at All India Commerce Conference organized at Pondicherry in 2011.
- Presented paper entitled “Future Trends And Consequences Of Using Social Sites For Employer Branding” All India Commerce Conference to be organized at Mumbai from 9th-11th Nov, 2012.
- Presented paper entitled “Inexorability of Innovation in Contemporary Service Sector,” at National Conference organized by LalaLajpatrai College, Mumbai
- Presented paper entitled “Delivering Customer Satisfaction through Innovation” at National Conference organized by All India Commerce Association at Bangalore from 5th-7th Dec, 2013.
- Presented paper entitled “Women Empowerment through Entrepreneurship” at National Conference organized by SPDT College of Arts, Commerce and Science on 22nd Feb, 2014.
- Presented paper entitled “Its Show Time- Entertainment Services marketing- Challenges and prospects” at National Conference organized by All India Commerce Association at Bhubaneswar from 27th-29th Dec, 2014.
- Presented paper entitled “Ritualizing the Brand- New Paradigm in Modern Marketing” at International Interdisciplinary Conference on Contemporary Issues in Commerce, Management , Law and Social Sciences organized by P.D.karkhanis College of Arts and Commerce at Ambarnath(E), Thane on 9-10th Jan, 2015.
- Presented a paper (co-authored with DiptiMaloo) titled **“Acceptance of Credit Cards in a Cash Dominant Country”** at One Day Inter-Disciplinary National Conference on *Digital Transformation: A Watershed Moment for Indian Economy* organised by D.T.S.S College on 16th February, 2017. The paper was published as part of the Conference Proceedings, pp. 1-8, ISBN 978-81-9313-86-5-6.
- Presented a paper (co-authored with Vinod Kamble) titled **“A Study on Role Played by Girls of Muslim Community in Their Family”** at One Day Inter-Disciplinary National Conference on *Digital Transformation: A Watershed Moment for Indian Economy* organised by D.T.S.S College on 16th February, 2017. The paper was published as part of the Conference Proceedings, pp. 9-14, ISBN 978-81-9313-86-5-6.
- Presented a paper (co-authored with ReshmaParab) titled **“Smart City in Tamil Nadu: A Case Study of Erode”** at One Day Inter-Disciplinary National Conference on *Digital Transformation: A Watershed Moment for Indian Economy* organised by D.T.S.S College on

16th February, 2017. The paper was published as part of the Conference Proceedings, pp. 36-41, ISBN 978-81-9313-86-5-6.

Awards Received:

- Was awarded Kranti Jyoti Savitri mata Phule- Fatima Baig Talent Research National Award for outstanding services in the field of Education on 8th Sept, 2013, at Nagpur, by the Mahatma Phule Talent Research Academy.
- Best Teacher Award by Sanskar Sarjan Education Society.
- Received Best Reader of the Year Award in 2011-12 and 2012-13 from the Library Department of D.T.S.S. College of Commerce.

DR. SHAJI K. JOSEPH

- Member of Expert Committee set up by University of Mumbai to investigate into proposal of DurgadasTupperwala College of Arts, Science and Commerce , Andheri West for starting new course in M Com on 22/01/2011.
- Member of Expert Committee set up by University of Mumbai to investigate into proposal of Singhad College of Commerce, Chandivali. for starting New Division of F.Y.B com and new course in F.Y.B com [banking and insurance] on 05/01/2011.
- Member of Expert Committee set up by University of Mumbai to investigate into proposal of GanshyamdasSaraf College of Arts and Commerce, Malad West. for starting New Division of F.Y.B com on 05/01/2011.
- Member of Expert Committee set up by University of Mumbai to investigate into proposal of Mahatma Phule Educational Societies College of Arts and Commerce , Parel for starting two Divisions of F.Y.B com on 20/01/2011.
- Member of Expert Committee set up by University of Mumbai to investigate into proposal of H.R.College of Commerce and Economics, Churchgate for starting new course of M Com[advanced accountancy] 23/02/2011
- Member of Expert Committee set up by University of Mumbai to investigate into proposal of Bunts Sangha Anna Leela College, Kurla for starting new course of M Com on 21/02/2011.

Papers Presented:

TITLE OF PAPER PRESENTED	NAME OF CONFERENCE	DATE	ORGANISER
“Harrowing Hardships Engulfing India Amidst Global Crisis”	UGC –sponsored two day national conference on ‘The Indian Business Scenario: Challenges Ahead’	26-27 November 2012	GhanshyamdasSaraf College Of Arts &Commece. Malad (w),Mumbai.
“Precarious Economic Trajectory of India Amidst Global Turbulence”	5 TH All India Commerce Conference of Indian Commerce Association.	9-10 November 2012	K.P.B.Hinduja college of Commerce, Mumbai.
“Tantalizing Opportunities in Medical Tourism in India”	National Seminar[interdisciplinary] on’ Emerging Trends in Service Sector ‘	10th January 2014	LalaLajpatrai College of Commerce & Economics, Mumbai.
“Urgency to Unleash the Enormous potential of Indian Mutual Fund	UGC-sponsored one day commerce conference on’ Development of Capital Markets in India	29th January 2014	Vikas College of Arts, Science& C ommerce, Vikhroli, Mumbai.

Industry”	in Current Scenario: Challenges &Opportunities’		
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Publications in Peer-reviewed Journals/ Conference Proceedings with ISSN/ISBN:

- Joseph. S.K. “Customer Services – A Way to Improve Productivity”. Revelation: The Research Journal of K.P.B. Hinduja College. Vol II: December 2009. ISSN 0975-1211. pp.62-69.
- Joseph. S.K. “Harrowing Economic Hardships Engulfing India Amidst Global Crisis”. Proceedings of the UGC-sponsored National Conference on The Indian Business Scenario: Challenges Ahead. 26-27 November 2012. ISBN 978-93-82429-88-3. pp. 136-140.
- Joseph. S. K. ‘Tantalizing Opportunities in Medical Tourism in India” Proceedings of the National Seminar[interdisciplinary] on’ Emerging Trends in Service Sector ‘ISBN:978-93-82159-52-0 in 2014. pp.262 to 266.
- Joseph. S.K. &PrasunaKuragayala. **“Prospects and Challenges of Allied Healthcare Profession: Bridging the Gap of India’s Health Workforce Shortage.”** Conference Proceedings of One Day Inter-Disciplinary National Conference on *Digital Transformation: A Watershed Moment for Indian Economy* organised by D.T.S.S College on 16th February, 2017, pp. 115-119, ISBN 978-81-9313-86-5-6.
- Joseph. S.K. &Minal Oak. **“Prospects and Benefits of Digitization for the Development of Tourism Industry.”** Conference Proceedings of One Day Inter-Disciplinary National Conference on *Digital Transformation: A Watershed Moment for Indian Economy* organised by D.T.S.S College on 16th February, 2017, pp. 138-143, ISBN 978-81-9313-86-5-6.