

Reena  
Assistant Professor  
Department of Commerce

**Academic Qualification**

M.Com, P.hd, MBA

**Title of P.hd Thesis :** Impact of On-Line Marketing on Marketers, marketing – Mix and Business Performance in Western U.P.

**Position Held and Experience**

- Presently Assistant Professor in Department of Commerce N.A.S College, CCS University, Meerut. Prior to this part time Lecturer at Meerut College, Meerut.

**Publication** Agriculture in the union Budget. The Journal of the Meerut University History Alumni, ISSN 0973-5577, Val. XVIII, (2011)

**Papers Presented**

- “Role of Financial Institutions in the Development of Women Entrepreneurship” at national seminar on “Development of Women Entrepreneurship. In India Feb 2017 organized by department of economics, Ismail National Mahila PG College, Meerut.
- “E-learning, Benefits and Barriers” at national seminar on “Impact of Globalization and Privatization on Quality Standard of Management education in India”. March 2013.
- “On-line Marketing, Benefits and Barriers” at national Seminar D.N. College, Meerut on “E-Marketing in Indian Scenario” Jan 2010.

- “Impact of Information Technology on Indian Economy at Swami Shukdevanand International Seminar on “Role of Information Technology in Shaping world Economy” December 2009.

**Other Details** Member of Remedial coaching cell for poor students, N.A.S. College, Meerut.