


Curriculum Vitae

Title	Dr. (CA)	First Name	Madhu	Last Name	Khanna	
Designation	Professor					
Department	Commerce					
Institutional Email Address	mkhanna@knc.du.ac.in					
EDUCATION						
Degree	Institution	Year	Details			
PhD	Modern Niketan University,	2019	Consumer Buying Intentions towards household durable items with special reference to Delhi-NCR			
MPhil	-	-	-			
CAREER PROFILE						
Organisation /Institution	Designation	Duration	Role			
Kamala Nehru College	Professor	40 years	Teaching			
AREA OF INTEREST :						
B.Com: Financial Accounting and Costing Cost Accounting, Income Tax B.Com (Hons): Financial Accounting and Costing Cost Accounting, Income Tax B.A Program (OMSP): Business Communication						

PUBLICATION DETAILS

Journal Articles:

1. Khanna, M. (2020). Role of advertising on shaping consumer behaviour: A comprehensive study. *Academicia: An International Multidisciplinary Research Journal*, 10(Oct).
2. Khanna, M. (2020). Role and impact of insurance on consumer: An analytical perspective. *SAARJ Journal on Banking & Insurance Research (SJBIR)*, 9(Nov).
3. Khanna, M. (2020). Impact of advertising on attracting consumers: An analytical study. *Academicia: An International Multidisciplinary Research Journal*, 10(Sept).
4. Khanna, M. (2020). Role of marketing research in better consumer understanding: A theoretical perspective. *South Asian Journal of Marketing & Management Research (SAJMMR)*, 10(Sept).
5. Khanna, M., & Co-author. (2019). Consumer buying behavior on consumer durable goods: A review. *International Journal of Emerging Technologies and Innovative Research*, 6, 47-49.
6. Khanna, M. (2018). A qualitative study of insurance as a tool for social security in modern times. *National Research Journal of Business Economics*, 5, 51-56.
7. Khanna, M. (2017). Challenges that affect customer satisfaction in online banking: A theoretical investigation. *National Research Journal of Human Resource Management*, 4, 38-43.
8. Khanna, M. (2017). An analytical study of factors affecting online banking customer satisfaction. *National Research Journal of Banking and Finance Management*, 4, 43-48.
9. Khanna, M. (2018). How marketing research helps in predicting consumer behavior: A qualitative study. *National Research Journal of Sales & Marketing Management*, 5, 74-77.
10. Khanna, M. (2020). Role of promotional strategies on consumer buying intention of consumer electronics: A qualitative perspective. *International Journal for Research and Technology and Seminar*, 18(Oct), 67-72.
11. Khanna, M., & Co-author. (2020). Consumer adoption and purchase intention towards consumer durable goods in Delhi-NCR. *Our Heritage Journal*, 68(January), 8615-8626

Papers presented in Seminars/conferences:

1. Purchase behaviour of Consumer Towards Selected Durables in Delhi NCR, International Conference, Global Economic Order in post covid era
2. Analysis of Consumer Buying Behavior on Consumer Durable Goods in Delhi NCR, Recent Advances and Challenges in Finance and marketing in New India @2022, Mata Sundri College, DU
3. Creating a sustainable global supply chain through social compliance audit: A CSR tool or a corporate ploy, International Conference, Sustainable development and the world economy

National Workshops and Seminars Organized:

1. Organized an Annual Meet invited Dr. Bineet Sinha for a talk, Commerce Department, Kamala Nehru College, New Delhi (2020)
2. Organized a lecture on E- Filing by Dr. S.B Rathore, Commerce Department, Kamala Nehru College, New Delhi (2020)
3. Recommendations of committee of courses and studies in commerce, University of Delhi, South Campus (2016)

Talks/Lectures:

1. Financial and Corporate Accounting, Institute of Corporate Affairs, Training of Po's of ICLS recruited through Common CIVIL services Examination
2. BBA, Invited Lecture, Amity School of Business, Noida, Financial Accounting

Participation as Resource Person:

1. **Financial and Corporate Accounting:** Counselling at Institute of Corporate Affairs, Government of India (27th January 2011 to 28th January 2011)
2. **Visiting Faculty:** Amity University, Noida

OTHER DETAILS

Preparation of Teaching Material:

1. Lecture Notes and Slides: I created detailed notes or PowerPoint presentations that summarized key concepts, supported by visuals like charts or diagrams.
2. Textbooks and Readings: I assigned core textbooks and curated articles that aligned with the lesson objectives.
3. Case Studies: I used real-world scenarios to make abstract theories tangible and relatable to students.
4. Multimedia Resources: I incorporated videos, podcasts, and infographics to cater to visual and auditory learners.
5. Handouts and Worksheets: I provided printed or digital worksheets with exercises or summaries for in-class activities or homework.
6. Group Projects: I facilitated collaborative learning through group-based research, problem-solving, or presentations.

Membership in Professional Bodies: CA, ICAI (1986)

Orientation and Refresher Courses: yes

Field Work:

1. “Commcentric “an annual commerce fest in which arranged for a Business Plan Event. (2018-19)
2. Took students to visit the Mother Dairy Factory (2018-19)