

About the Editors



Prof. Mukesh Kumar Jain, Professor, Zakir Husain Delhi College, University of Delhi, is an alumnus of University of Delhi. He has his credit M.Com, M.Phil., and Ph.D. – all from Department of Commerce, Delhi School of Economics, DU- as academic qualifications. ICWA, MBA, DIM, PGDIM and PGDFM diploma courses are his professional qualifications. He has unparalleled contributions while holding several academic and administrative positions in the past 28 years of his teaching career. His zeal and commitment towards academics have been well acknowledged by Institute of Chartered Accountants of India also where he served as a convener for the course of Cost and Management Accounting. With a highly research-oriented faculty of mind, he has worked on a Major Research Project as a Co-Director which is funded by ICSSR. He has been invited as resource faculty and session chair for various conferences and seminars held at national and international platforms. He has also been an effective member of various committees constituted by Department of Commerce, DU and SOL, DU for course review and course restructuring purposes



Prof. Sandeep Kumar Goel is Professor at Department of Commerce, Acharya Narendra Dev College, University of Delhi. He is a very diligent teacher with specialization in Finance, Accounting, and Entrepreneurship; with a teaching experience of over 26 years to his credit. He completed his B.Com.(Hons.) from the renowned Shri Ram College of Commerce; M.Com. and M.Phil. from the reputed Department of Commerce, Delhi School of Economics, University of Delhi. Thereafter, he obtained his doctorate degree in Commerce from Jamia Millia Islamia, A Central University, New Delhi. He has been session chair and co-chair at many national and international conferences, presented research papers at different forums with many best paper presentation awards, and many of his research papers have been published in reputed journals. He has been resource person for various workshops and training programmes related to financial planning, financial literacy and entrepreneurship. He is Honorary (Founder) Director, ANDC inStart Foundation, Section 8 Company, funded by Government of N.C.T. of Delhi



Dr. Yashika Verma is an Assistant Professor in the Department of Commerce at Deen Dayal Upadhyaya College, University of Delhi. A passionate and dynamic academician, she specializes in the domains of Marketing and Artificial Intelligence. She completed her undergraduate and postgraduate studies in Commerce from the University of Delhi and subsequently earned her Ph.D. in Management from Sharda University, Greater Noida. She has actively contributed to academia through her extensive research work, presenting numerous papers at national and international conferences, where she has received several accolades, including Best Paper awards at college, institutional, and university levels. She has a significant number of publications in reputed journals indexed in Scopus, Web of Science, and ABDC. In addition to her research contributions, she has served as a resource person for various workshops and training programs, reflecting her commitment to knowledge dissemination and skill development. She has also been honored for her outstanding contributions to the field of education with the prestigious Bharat Gaurav Ratna Shri Sammaan conferred by the Ministry of Corporate Affairs, Government of India.

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