

# Kumaun University, Nainital

## Curriculum Vitae

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Name : Mrs. Ankita Arya  
Designation : Assistant Professor  
Department : Commerce  
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Scopus ID :  
Vidwan ID :508689; <https://vidwan.inflibnet.ac.in/profile/508689>

### Educational Qualification

Degree	University	Subjects	Year
High School	CBSE	English, Hindi, Maths, Science and Social Studies	2011
Intermediate {Commerce}	CBSE	English, Hindi, Economics, Business Studies and Accounting	2013
Graduate {B.COM}	KU	Management Accounting, Business Economics and Business Law	2016
Master's {M.COM}	KU	Income Tax Laws & Accounts, Corporate Accounting and Advertising And Sales Management	2018
NTA-UGCNET	UGC	Commerce	2019

### Work Experience

Position	Department	University/Organization	Year
Assistant Professor	Commerce	SAPKM, Kichha, US Nagar, Uttarakhand	2020
Assistant Professor	Commerce	DSB Campus Kumaun University, Nainital	2020 TO TILL DATE

### Administrative Responsibilities

NIL

### Research Interests

Area of research interest is Marketing strategies.

### Publications (start from recent publications)

a) Research Papers

Authors name	Title of the paper	Vol, page no	Year
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Ankita Arya, Vijay Kumar	An examination of The Promotion Tactics Employed by Max Life Insurance in Nainital, India	ISSN 2231-6671	2023
Ankita Arya, Himani Jalal, Manoj Pandey, Vjay Kumar	Boosting LIC Sales: Effective Promotional Strategies And Techniques For Agents	ISSN 0976-0377	2023
Ankita Arya, Vijay Kumar	Entrepreneurship: An opportunity for rural development in India	ISSN 2277-5730	2021
Ankita Arya	The study on Gender Discrimination	ISSN 2278-9308	2021
Ankita Arya	Women Empowerment: Socio-economic status of women in India		2021

b) Patents (start from recent publications)

NIL

c) Books (start from recent publications)

**NIL**

d) Book chapters (start from recent publications)

Authors name	Title of the book	Publisher	ISBN	Year
Ankita Arya	DIGITAL BUSINESS OPERATIONS & SUSTAINABILITY	SHREE VINAYAK PUBLICATION	978- 93- 91267- 84-1	2023
Ankita Arya	HOMESTAY TOURISM & SUSTAINABLE DEVELOPMENT IN THE INDIAN HIMALAYAN REGION: PROSPECTS & CHALLENGES	Indu Book Services Pvt. Ltd.	978- 81- 19907- 94-6	2023

e) Conference Publications/Proceedings (start from recent publications)

Authors name	Title of the paper	Conference name	Year
Ankita Arya	Navigating life insurance choices: The digital marketing impact	Digital Business Operations And Sustainability	2023

Ankita Arya	Empowering Uttarakhand: The Future of Sustainable Tourism Through Home Stay Business	Homestay Tourism & Sustainable Development In The Indian Himalayan Region: Prospects & Challenges	2023
Ankita Arya	Reverse Migration: A Study on Self-Employment Opportunities for The Returnees in Uttarakhand State	Reverse Migration: An Effort to Rebloom the Villages in the Wake of the Pandemic	2021

### Teaching details

Name of the course/paper	Department	University	Year
B.COM &M.COM	Dept. Of Commerce	SAPKM, Kichha, U.S.Nagar	2020
B.COM(HONS.)	Dept. Of Commerce	D.S.B. Campus K.U.,Nainital	2020-Till date

### Conference Presentations

Authors name	Title of the paper	Conference name	Year
Ankita Arya	Navigating life insurance choices: The digital marketing impact	Digital Business Operations And Sustainability	2023
Ankita Arya	Empowering Uttarakhand: The Future of Sustainable Tourism Through Home Stay Business	Homestay Tourism & Sustainable Development In The Indian Himalayan Region: Prospects & Challenges	2023
Ankita Arya	Reverse Migration: A Study on Self-Employment Opportunities for The Returnees in Uttarakhand State	Reverse Migration: An Effort to Rebloom the Villages in the Wake of the Pandemic	2021

Ankita Arya  
Signature of the faculty member

