



DR. RAKESH KUMAR



Title	Prof.	First Name	Rakesh	Last Name	Kumar	Photograph
Designation	PROFESSOR IN COMMERCE					
Address	SHAHEED BHAGAT SINGH COLLEGE(M), UNIVERSITY OF DELHI, SHEIKH SARAI, PHASE-2, NEW DELHI-110017					
Date of Birth	15-06-1979					
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Educational Qualifications

Degree	Institution	Year
MBA	IIT-DELHI	2020
CERTIFICATE IN ENTREPRENEURSHIP	UTRECHT UNI. NETHERLANDS	2019
PH.D	HPU-SHIMLA COMMERCE	2010
M.PHIL	HPU-SHIMLA COMMERCE	2003
PG(M.COM)	HPU-SHIMLA COMMERCE	2002
UG(B.COM)	MLSM COLLEGE COMMERCE	2002
MA	HPU-SHIMLA COMMERCE	2009
ANY OTHER QUALIFICATION	UGC NET, HP SLET COMMERCE	2003,2009

Career Profile

- Professor from Feb 2022 - till date at Shaheed Bhagat Singh College (M), University of Delhi.
- Associate Professor from Feb 2019 - Dec 2022 at Shaheed Bhagat Singh College (M), University of Delhi.
- Assistant Professor from Feb 2011 - Feb 2019 at Shaheed Bhagat Singh College(M), University of Delhi.
- Assistant Professor (Ad-hoc) from Aug 2010 - Feb 2011 at Dyal Singh Evening College, University of Delhi.
- Assistant Professor (Ad-hoc) from July 2005 -July 2008 at GC Daulatpur Chowk,Una,

HP. <ul style="list-style-type: none"> Assistant Professor (Ad-hoc) from July 2004 -April 2005 at GC Daulatpur Chowk,Una, HP. 			
Areas of Interest / Specialization			
MARKETING MANAGEMENT, BUSINESS MANAGEMENT, ENTREPRENEURSHIP & CONSUMER BEHAVIOUR, HRM, RESEARCH METHODOLOGY.			
Papers Taught			
MARKETING MANAGEMENT, BUSINESS MANAGEMENT, ENTREPRENEURSHIP & CONSUMER BEHAVIOUR, HRM, RESEARCH METHODOLOGY			
Research Guidance			
PhD scholars			
Under Supervision	Submitted	Awarded	
5	-	3	
M.Phil Scholars			
Under Supervision	Submitted	Awarded	
-	-	7	
M.COM & MBA Dissertations			
Under Supervision	Awarded		
-	23		
Publications Profile			
Books			
Title	ISBN/Publisher/Link	Indexed Scopus etc. if any	Year

CONTEMPORARY ISSUES IN MARKETING ISBN NO- 978-81-8220-775-2	GLOBAL VISION PUBLISHING HOUSE NEW DELHI	NO	2016
Research Publications (LIST ATTACHED)			

PUBLICATIONS PROFILE : RESEARCH PAPERS (40) A FEW ARE MENTIONED BELOW:-

S.NO.	TITLE OF THE PAPER	JOURNAL NAME	YEAR	VOL NO.	PAGE NO.	ISSN NO.	AUTHOR SHIP
1	GREEN MARKETING-A BRIEF REFERENCE TO INDIA	AJMS	NOV. 2013	1	191	2321-8819	SINGLE AUTHOR
2	GREEN MARKETING: REALITY OR GREENWASHING.	AJMS	DEC. 2013	1	147	2321-8819	FIRST AUTHOR
3	CONSUMER BEHAVIOUR IN FOUR WHEELER INDUSTRY –A CASE STUDY OF HIMACHAL PRADESH.	AJMS	DEC. 2013	1	154	2321-8819	SINGLE
4	CSR- A CASE STUDY OF MICROSOFT CORPORATION INDIA PVT LTD.	RESEARCH INNOVATOR	FEB.2014	1	37	2348-7674	JOINT AUTHOR
6	BRAND PREFERENCE BRAND LOYALTY OF CONSUMERS TOWARDS AUTOMOBILE	IJMSS	JAN.2014	3	117	2249-0191	SINGLE
7	CONSUMER PREFERENCES REGARDING SELECTION OF DEALER MODE OF PAYMENT	SUMEDHA JOURNAL OF MANAGEMENT	MAR. 2014	3	102	2277-6753	FIRST AUTHOR

Conference/ workshop Organized
Awards and Distinctions
Association with Professional Bodies
1. Memberships- LIFE MEMBERSHIP INDIAN COMMERCE ASSOCIATION (D-239)
Other Activities
NIL