



Faculty Details Proforma



Title	Dr.	First Name	Noopur	Last Name	Agrawal	Photograph
Designation		Professor				
Address		HIG Flat No 3003, Vasant Greens, Sector A , Pocket B & C, Vasant Kunj, New Delhi 110070				
Date of Birth						
Phone No Office						
Mobile		+91-9958001227				
Email		noopur.agrawal@sbs.du.ac.in				
Web-Page						

Educational Qualifications

Degree	Institution	Year
B.Com.	D.D.U. Gorakhpur University, Gorakhpur	1999 (<i>Gold Medalist</i>)
M.Com.	D.D.U. Gorakhpur University, Gorakhpur	2001 (<i>Gold Medalist</i>)
UP-SLET	CSJM University Kanpur accredited by UGC, New Delhi	2004
UGC-NET	University Grants Commission, New Delhi	June 2006
Ph.D.	D.D.U. Gorakhpur University, Gorakhpur	2009

Career Profile

- ❖ Professor, at Department of Commerce, Shaheed Bhagat Singh College, University of Delhi. (2022-till date)
- ❖ Associate Professor at Department of Commerce, Shaheed Bhagat Singh College, University of Delhi. (2019-2022)
- ❖ Assistant Professor at Department of Commerce, Shaheed Bhagat Singh College, University of Delhi. (2011-2019)
- ❖ Assistant Professor at Department of Commerce, M.K.R.Government Degree College, Ghaziabad, appointed by Uttar Pradesh Public Service Commission under U.P.Higher Education Services.(2009-2011)
- ❖ Assistant Professor in Management, Delhi School of Professional Studies & Research (DPSR), G.G.S.Indraprastha University.(2007-2009)
- ❖ Lecturer in Commerce, Department of Commerce, Deen Dayal Upadhyay Gorakhpur University.(2005- 2007)
- ❖ Lecturer in Commerce, Marwar Business School, Deen Dayal Upadhyay Gorakhpur University.(2003- 2005)

Areas of Interest / Specialization							
Marketing Management, Advertising and Brand Management, Retailing & Human Resource Management							
Papers Taught							
Human Resource Management, Corporate Laws, Principles of Marketing							
Research Guidance							
PhD scholars							
Under Supervision		Submitted			Awarded		
Publications Profile							
Books							
Title		ISBN/Publisher/Link		Indexed Scopus etc if any		Year	
Fundamentals of Retailing: Text & Cases		ISBN 978-81-8488-65-0 Himalaya Publishing House, Mumbai, India 2009				2009	
Brand Equity on the Wheels of Advertising		ISBN978-93-80164-00-7 A.K. Publications, Delhi, India.				2009	
Research Publications							
Article Name	Publication Type (UGC	Journal Name	ISSN No	Volume	Year	URL	DOI

	Care/ Scopus / Web of science etc)						
Impact of an economic revitalization programme on export and employment generation: A case study of One District One Product Programme in Uttar Pradesh, India	ESCI Indexed Scopus Indexed	Public Administration and Policy An Asia Pacific Journal Emerald Publishing	ISSN 2517-679X	Vol. 24 No.3	2021	https://www.emerald.com/insight/content/doi/10.1108/PA-P-03-2021-0018/full/html	DOI 10.1108/P AP-03- 2021-0018
Covid-19, Reverse Migration and Crisis Management: A Study of Model of Government of Uttar Pradesh (India)	UGC-CARE (Group-I)	Indian Journal of Public Administration SAGE Publishing	ISSN 0019-5561 (Print) 2457-0222 (Online)	Vol. 68 No.1	2021	https://doi.org/10.1177/00195561211058392	https://doi.org/10.1177/00195561211058392
Identifying Factors Influencing E-WOM on Social	Scopus Indexed	<i>International</i>	ISSN: 1942-	<i>Vol</i> 13(1), 1-		https://www.igi-	DOI: 10.401

Networking Sites: A Study of Users' Responses on Twitter		<i>Journal of Open Source Software and Processes (IJOSSP), (IGI Global)</i>	3926 EISSN : 1942-3934	22	2022	global.com/article/identifying-factors-influencing-women-social-networking-sites/311838	8/IJOSSP.3 11838
Blockchain technology and software engineering practices: a systematic review of literature using topic modelling approach	Scopus Indexed	<i>International Journal of System Assurance Engineering and Management (Springer)</i>	ISSN 09764348, 09756809	Vol 14	2023	https://link.springer.com/article/10.1007/s13198-022-01823-x	https://doi.org/10.1007/s13198-022-01823-x
Disruptive Innovation, Management and Public Administration : A Bibliometric Study	Peer Reviewed	<i>Delhi Business Review</i>	ISSN (Print) 0972-222X :: ISSN (Online) 2277-7725	Vol 24 No 1	2023	https://www.delhibusinessreview.org/V24n1/dbr_v24n1e_p49-64.pdf	https://doi.org/10.51768/dbr.v24i1.241202305
Publications other than journal articles							

- ❖ *Sensory Branding: A New Wave in the Ocean of Branding”, (pp. 12-14), published in Advertising Express, April 2007 Issue, India*
- ❖ *“Branding Through Bollywood: A New Way of Brand Positioning”, (pp. 15-19), published in Advertising Express, April, 2008 Issue, India*
- ❖ *Customer is Not the King..... But the Emperor”, (pp. 16-21), published in Advertising Express, May 2008 Issue, Hyderabad, India*
- ❖ *“Point of Purchase : The Ultimate Promotional Tool in Organised Retailing”(pp. 31-34), published in Advertising Express, June 2008 Issue, India*
- ❖ *E-Advertising : An Astute Way for Brand Positioning’ published as a cover Story and Lead Paper (pp. 12-18) Advertising Express, August 2008 Issue, India*
- ❖ *“Q – Score: A Strategic Approach to Celebrity Endorsement”, published in Advertising Express, November 2008 Issue, India*

Research Papers Published in Previous Years :

S. No.	Title of the Paper	Journal Name	Year	Vol. No.	Page No.	ISSN No.	Reference number of UGC-CARE List
1.	Walk Their Walk and Talk Their Talk : An Exclusive Way to Build Brand in Rural India	SCOUR, A Journal of IPM	2008	Vol. 2, No. 1	87-94	0973-6123	Refereed / Peer Reviewed
2.	Pulling Out the Human Capital from the Serpentine Queue of Stress : A Practical Approach to Develop Transformed Leaders	Pacific Business Review	2008	Vol. 1, No. 2	40-57	0974-438X	UGC Care Listed Group –II Clarivate Analytics : ESCI
3.	Identifying and Analysing the Impact of Key Factors Leading to Brand Confusion in Advertising A Micro Analysis	Delhi Business Review, An International Journal of SHTR	2009	Vol. 10 No. 1	79-88	0972-222X (Print) 2277-7725 (Online)	UGC Approved Journal Serial No 12795 Refereed / Blind Peer Reviewed

4.	A Customer with His New Car: A Case Study of CRM at R.K.B.K	Rai Management Journal, India	2008	Vol. 5, Issue 1	102-108	0975-4326	Refereed / Peer Reviewed
5.	Orientation Plans : The New Mantra for Entrepreneurs for Developing Global Corporate Citizens	Effulgence	2009	Vol 7 No 1	41-45	0972-8058	UGC Approved Journal No. 42844
6.	Re-Gifting Motivations : A Literature Review	The VOICE	2015	Vol 2, No 4	171-178	2348-6708	UGC Approved Journal No 49245
7.	Assassination and Reincarnation of a Brand in Indian Noodle Market	ASPIRARE An International Journal	2015	Vol No 2	85-100	2394-0484 Print 2394-6601 Online	Refereed / Blind Peer Reviewed Journal
8.	Corporate Social Responsibility in Building New India : Status & Prospects	The VOICE	2016	Vol 3, No 4	210-218	2348-6708	UGC Approved Journal No 49245
9.	Identifying Customer's Expectations from Banks in India : A Study of Select Bank's Customers in Uttar Pradesh	PRANJANA, The Journal of Management Awareness DOI: 10.5958/0974-0945.2018.00001.8	2018	Volume 21 Issue 1	1-22	0971-9997 (Print), 0974-0945 (e)	UGC Approved Journal Serial No 38329 Refereed &

							Peer Reviewed
10.	बैंकिंग सुधारों की अनिवार्यता	योजना प्रकाशन विभाग, सूचना एवं प्रसारण मंत्रालय, भारत सरकार	जनवरी 2018		4 3- 4 7	0971- 8397	Refereed / Peer Reviewed
11	Consumer Perception Towards Online Shopping : A Study of Indian Perspective	The VOICE	2018	Vol 5 No 1	2 2 9- 2 4 4	2348- 670 8	UGC Approved Journal Serial No 49245
12	Why are i-Phones Unpopular in India? A Detailed Study on the Downfall of a Trillion Dollar Company in a Country of Billions	ASPIRARE An International Journal of Commerce & Management	2020	Vol No 7	2 2- 2 9	2394- 0484 Print 2394- 6601 Online	Refereed / Blind Peer Reviewed Journal
13.	Ensuring Responsible and Sustainable Business Conduct through Green HRM: A Study of Indian Perspective	Turkish Online Journal of Qualitative Inquiry (TOJQI)	2021	Vol. 12 Issue 6	9 1 3- 9 2 1	e-ISSN 1309- 6591	UGC Care Listed Group –II (SCOPUS Indexed)
14	A Bibliometric Analysis of Halal Food and Certification: Existing Research & Future Directions	Delhi Business Review, An International Journal of SHTR	2021	Vol. 22 No. 2	9- 2 0	0972- 222X (Print) 2277- 7725	Refereed / Blind Peer Reviewed

						(Online)	
Conference/ workshop Organized							
Awards and Distinctions							
<ul style="list-style-type: none"> ❖ <i>Recipient of Chancellor's Gold Medal for Securing Highest Marks in B.Com.(1999) examination of Deen Dayal Upadhyay GKP University.</i> ❖ <i>Recipient of Chancellor's Gold Medal for Securing Highest Marks in M.Com,(2001) examination of Deen Dayal Upadhyay GKP University.</i> 							
Association with Professional Bodies							
<i>Life Member, Indian Commerce Association (No.D-134)</i>							
Other Activities							
<ul style="list-style-type: none"> ❖ <i>Developed a Certificate Course for Executive Skills titled "Personality Development & Communication under the aegis of Centre for Skill Development (CSD), Shaheed Bhagat Singh College, University of Delhi.</i> ❖ Editing: <ul style="list-style-type: none"> ❖ <i>Member, Editorial Board, Journal of Business Studies, An Annual Journal of Commerce, Shaheed Bhagat Singh College, University of Delhi.</i> ❖ <i>Worked as a member, Editorial Board, Delhi Business Review, An International Journal of SHTR, registered in Cabell's Directory of U.S.A.</i> ❖ Reviewing : <ul style="list-style-type: none"> ❖ <i>Reviewer, ASPIRARE, An International Journal of Commerce & Management published by SLC-E, University of Delhi, India.</i> ❖ <i>ICADWIT, London Metropolitan University, London Business School, London, United Kingdom in the Second International Conference- ICADIWT)</i> 							