

## C.V



## DR. RAKESH KUMAR

TITLE	DR.	FIRST NAME	RAKESH	LAST NAME	KUMAR	PHOTOGRAPH
DESIGNATION	PROFESSOR OF MARKETING					
ADDRESS	SHAHEED BHAGAT SINGH COLLEGE(M), UNIVERSITY OF DELHI, SHEIKH SARAI, PHASE-2, NEW DELHI-110017					
PHONE NO OFFICE	011-29250306					
RESIDENCE	+919654438326					
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WEB-PAGE	<a href="https://du-in.academia.edu/RakeshKumardu">https://du-in.academia.edu/RakeshKumardu</a>					

### EDUCATIONAL QUALIFICATIONS :

Degree	Institution	Year
MBA	IIT-DELHI	2020
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	2000
M A	HPU-SHIMLA SOCIOLOGY	2009
ANY OTHER QUALIFICATION	UGC NET,HPSLET COMMERCE	2003,2009

### AREAS OF INTEREST / SPECIALIZATION :

MARKETING MANAGEMENT, STRATEGIC MANAGEMENT & CONSUMER BEHAVIOUR

### SUBJECTS TAUGHT :

MARKETING MANAGEMENT

FINANCIAL ACCOUNTING

STRATEGIC MANAGEMENT

CONSUMER BEHAVIOUR

**RESEARCH GUIDANCE :**

<b>Guidance</b>	<b>Year</b>	<b>Registered</b>	<b>Thesis/ Dissertation Submitted</b>	<b>Degree Awarded</b>	<b>Academic research score</b>
RUCHY SHARMA (EN. NO.- 1406077594) SINGHANIA UNIVERSITY PH.D	SUBMITTED	2016	YES	AWARDED	
MUNISH KUMAR THAKUR (EN. NO.- MUR1409099) MEWAR UNIVERSITY PH.D	SUBMITTED	2014	YES	AWARDED	
RAJESH KUMAR (EN. NO.- UNIVERSITY OF DELHI PH.D	NO	-	-		
MPHIL			1. CONSUMER BEHAVIOUR TOWARDS BIKES. 2. HEALTH INSURANCE. 3. EFFECTIVENESS OF TRAINING PROGRAMMES. 4. PEOPLE PERCEPTIONS TOWARDS VAT. 5. STOCK MARKET. 6. FINANCIAL APPRAISAL OF HIMFED LIMITED. 7. IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR IN DURABLE PRODUCTS	ALL AWARDED	

**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 MICROSIFT CORPORATION INDIA PVT LTD.	RESEARCH INNOVATOR	FEB.2014	1	37	2348-7674	JOINT AUTHOR
6	BRAND PREFERNCE BRAND LOYALTYOF CONSUMERS TOWARDS AUTOMOBILE	IJMSS	JAN.2014	3	117	2249-0191	SINGLE
7	CONSUMER PREFERENCES REGARDINF SLECTION D DEALER MODE OF PAYMENT	SUMEDHA JOURNAL OF MANAGEM ENT	MAR. 2014	3	102	2277-6753	FIRST AUTHOR

8	EFFECT OF PRICE AND QUALITY ON THE MARKET OF DURABLE PRODUCTS- A CONSUMER BEHAVIOUR STUDY IN FOUR WHEELER INDUSTRY.	AJMS	APRIL2014	2	152	2321-8819	SINGLE
9	EFFECT OF DEMOGRAPHIC FACTORS ON CONSUMER BEHAVIOUR	GJEIS	JUNE 2014	6	35	0975-1432	SINGLE AUTHOR
10	IMPACT OF PROMOTIONAL ACTIVITIES, AFTER SALE SERVICES, MILEAGE AND RESALE VALUE ON THE PURCHASE DECISION.	JOURNAL OF COMMERCE & TRADE	APRIL 2015	10	86	0973-4505	SINGLE AUTHOR
11	IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR- A CASE STUDY OF DURABLE PRODUCTS IN DISTRICT UDHAMPUR, J&K	AJMS	JULY 2015	3	201	2321-8819	FIRST AUTHOR
12	IMPACT OF GENDER OF CELEBRITY ON THE PURCHASE DECISION OF CONSUMERS - A STUDY OF DURABLE PRODUCTS IN DISTRICT UDHAMPUR, J&K	AJMS	AUG.2015	3	170	2321-8819	FIRST AUTHOR
13	CONSUMER BEHAVIOUR AND ROLE OF CONSUMER RESEARCH IN MARKETING	JOURNAL OF COMMERCE AND TRADE, 2017	APRIL 2017	12	65	0973-4503	SINGLE

14	SPIRITUAL LEADERSHIP AND ITS IMPACT ON ORGANIZATIONAL PERFORMANCE	JOURNAL OF COMMERCE AND TRADE, 2017	OCT 2017	12	98	0973-4503	SINGLE
15	IMPORTANCE AND PROBLEMS OF SOCIAL MEDIA MARKETINF IN INDIAN CONTECT	INTERNATIO NAL JOURNAL OF RESEARCH IN MANAGEME NT, ECONOMICS COMMERCE	FEB 2018	8	215	2250-057X	JOINT AUTHOR
16	IMPACT OF VARIOUS DEMOGRAPHIC FACTORS ON CONSUMER BEHAVIOUR - AN EMPIRICAL STUDY OF ELECTRONIC PRODUCTS IN RURAL HIMACHAL (INDIA)	INDIAN JOURNAL OF ECONOMICS AND BUSINESS, 2019  <i>ABDC LISTED JOURNAL</i>	2019	18	109	0972-5784	FIRST AUTHOR
17	IMPACT OF PROMOTIONAL ACTIVITIES, AFTER SALES SERVICES AND RESALE VALUE ON THE PURCHASE DECISION OF RURAL CONSUMERS -AN EMPIRICAL STUDY OF ELECTRONIC PRODUCTS IN RURAL HIMACHAL (INDIA)	INTERNATIO NAL JOURNAL OF ECONOMICS AND FIANCIAL ISSUES	2020	1	61	2582-5186	SINGLE

18	CONSUMER BUYING BEHAVIUR TOWARDS GREEN PRODUCTS USING  THEORY OF PLANNED BEHAVIOUR: A STRUCTURAL EQUATION MODELING  (SEM) APPROACH.	ALOCHANA CHAKRA JOURNAL	JUNE 2020	9	2607	2231-3990	FIRST AUTHOR
19	COVID- 19 IN INDIA: SILENT SCREAMS OF LABOURERS AND CALL FOR  SOCIAL WORK	SAMBODHI (UGC CARE JOURNAL)	SEP 2020	43	409	2249-6661	JOINT AUTHOR
20	THEORY OF PLANNED BEHAVIOUR IN SOCIAL ENTREPRENEURSHIP	IJMSS	2020	8	119	2321-1784	JOINT AUTHOR
21	Analyzing the aspects of sustainable consumption and impact of product quality, perceived value, and trust on the green product consumption	International Social Science Journal	2023	73	1	1468-2451	JOINT AUTHOR
22	SOCIAL ENTREPRENEURSHIP AND THE CAPABILITY APPROACH: AN EMPIRICAL STUDY	Academy of Marketing Studies Journal	2023	27	1	1528-2678	JOINT AUTHOR

**PAPER PRESENTATIONS :**

S.NO	TITLE OF PAPER	PAPER PRESENTED	YEAR	DETAIL	LEVEL	DATE	MINUTES	SPONSORSHIP
1	DIRECT BENEFIT TRANSFER	INDIAN COMMERCE ASSOCIATION	2013	ICA	NATIONAL	6/12/2013	5	UGC
2	TESTING FOR GROWTH OF SELECTED COMPANIES FROM SENSEX OF BSE	INDIAN COMMERCE ASSOCIATION	2013	ICA	NATIONAL	7/12/2013	5	UGC
3	DISPUTE SETTLEMENT SYSTEM WTO	MDU, ROHTAK	2014	MDU, ROHTAK	NATIONAL	25/3/2015	5	UGC
4	SERVICE SECTOR OF INDIA AND THE FUTURE OF INDIAN RETAIL INDUSTRY	INDIAN COMMERCE ASSOCIATION	2014	ICA	NATIONAL	28/12/2014	5	UGC
5	CHALLENGES AND OPPORTUNITIES IN ONLINE MARKETING	INDIAN COMMERCE ASSOCIATION	2015	ICA	NATIONAL	7/11/2015	5	UGC
6	IMPACT OF SMM ON BRAND EQUITY	INDIAN COMMERCE ASSOCIATION	2015	ICA	NATIONAL	8/11/2015	5	UGC
7	CONSUMER BEHAVIOUR & ROLE OF CONSUMER RESEARCH	INDIAN COMMERCE ASSOCIATION	2017	ICA	NATIONAL	13/10/2017	5	UGC

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8	SOCIAL ENTREPREN EURSHIP AND EMPLOYABI LITY	INDIAN COMMERCE ASSOCIATIO N	2017	ICA	NATIONA L	14/10/2017	5	UGC
9	PAPER PRESENTATI ON	MILLIKIN UNIVERSITY	2019	MILLIKIN UNIVERSITY	INTERNA TIONAL	4/7/2019	5	AGBA

### CHAPTER IN EDITED BOOKS:

S.NO	TITLE OF EDITED BOOK	TITLE OF CHAPTER	AUTHORSHIP *	PUBLISHER (WITH CITY/COUNTRY & YEAR OF PUBLICATION	ISBN
1	SOCIAL MEDIA MARKETING: OPPORTUNITIES AND CHALLENGES  (CHAPTER IN EDITED BOOK )	GLOBAL VISION PUBLISHING HOUSE	PUBLISHED	FIRST EDITION 2016	978-81-8220-800-1
2	DIVERSITY MANAGEMENT POLICIES: COMPARISON BETWEEN ORANGE BUSINESS SERVICES, MAX HOSPITAL AND DELHI UNIVERSITY	SWARANJALI PUBLICATION	PUBLISHED	SEP 2018	978-93-87662-35-3

### ASSOCIATION WITH PROFESSIONAL BODIES :

1. Editing-1
2. Reviewing-2
3. Advisory-NIL
4. Committees and Boards-NIL
5. Memberships- **LIFE MEMBERSHIP INDIAN COMMERCE ASSOCIATION (D-239)**
6. Office Bearer-VICE PRESIDENT STAFF ASSOCIATION ( THREE TIMES)

### OTHER ACTIVITIES :

**BOOK PUBLISHED: ONE**

**CONTEMPORARY ISSUES IN MARKETING,GLOBAL VISION PUBLISHING HOUSE, NEW DELHI ISBN  
NO- 978-81-8220-775-2**

**SIGNATURE OF FACULTY MEMBER**