

Faculty Details proforma for College Website



Title	Dr.	First Name	VIKAS	Last Name	KUMAR	Photograph
Designation		ASSISTANT PROFESSOR (Ad-hoc) (DEPARTMENT of COMMERCE)				
Address		C-32, NIVEDITA KUNJ, SECTOR-10, R K PURAM, NEW DELHI-110022				
Phone No	Office	9899956960				
	Residence	-				
	Mobile	9899956960				
Email		Vikaskumar399@gmail.com ; vkumar@shyamlale.du.ac.in				
Web-Page		-				
Educational Qualifications						
Degree		Institution			Year	
B.Sc. (Hons.)(Chemistry)		HINDU COLLEGE, UNIVERSITY OF DELHI			2000	
PGDM (Equivalent to MBA), Marketing		Welingkar Institute of Management Development and Research, Mumbai			2008-10	
NET(MANAGEMENT)		UGC			2013	
Ph.D. (MARKETING)(Customer Relationship Management)		B.R.A. BIHAR UNIVERSITY, MUZAFFARPUR			2017	
Graduate Certificate of Specialization in Brand and Customer Management		Welingkar Institute of Management Development & Research, Mumbai in collaboration with J M Robinson college of Business, Georgia State University, Atlanta, Georgia, USA.			2010	
Career Profile						
<p>1.ASSISTANT MANAGER (MARKETING AND SALES (TATA HOUSING) (2010-11)</p> <p>2. ASSISTANT PROFESSOR, AD-HOC, DEPARTMENT OF COMMERCE, SHYAM LAL COLLEGE(EVENING), UNIVERSITY OF DELHI (SINCE 05.08.2015)</p>						
Administrative Assignments						
<p>1.INVIGILATION</p> <p>2.EVALUATION</p>						

Areas of Interest / Specialization				
CUSTOMER RELATIONSHIP MANAGEMENT, POSITIONING, SALESMANSHIP, BRAND EQUITY				
Subjects Taught				
Income Tax, Salesmanship, Business Organization and Management, Entrepreneurship, Cost Accounting, Management Accounting				
Time table of the subjects taught during the current semester				
S.No.	Subject	Days	Time	Classroom
1.	Income Tax	MON, TUE, WED FRI	2.30-3.30 PM	107 B
2.	ENTREPRENEUR SHIP	MON, TUE, WED FRI	4.30-5.30 PM	209
Research Guidance				
NA				
Publications Profile				
<p>1. Paper titled 'CRM Challenges and difficulties in applying CRM in Services Companies', published in the August, 2015 (Vol 6, Issue 8) issue of the journal International Research Journal of Management Sociology and Humanities (ISSN: 2348- 9359, UGC serial no. 48312).</p> <p>2. Paper titled 'Social Media Marketing Trends', published in the March, 2015 (Vol 6, Issue 3) issue of the journal International Research Journal of Management Sociology and Humanities (ISSN: 2348- 9359, UGC serial no. 48312).</p> <p>3. Paper titled 'Strategic Marketing and Customer Orientation', published in the Nov, 2014 (Vol 5 Issue 11) issue of the journal International Research Journal of Management Science and Technology (ISSN: 2348- 9367, UGC serial no. 47959).</p> <p>4. Paper titled 'A critical Analysis of Agricultural Marketing in India', published in the Jan-June, 2015 (Vol V, Issue III) issue of the journal Research Point (ISSN: 2321-2772).</p> <p>5. Paper titled 'Performance of Regional Rural Banks (RRB) in India: An Analysis', published in the July-September, 2014 (Vol 13, Issue 4) issue of the Indian Journal of Eco-Finance' (ISSN: 2249- 3484).</p> <p>6. Paper titled 'Positioning and Strategies Used for Positioning', published in the February, 2015 (Vol 6, Issue 2) issue of the journal International Research Journal of Management Science and Technology (ISSN: 2348- 9367, UGC serial no. 47959).</p>				

7. Paper titled '**Customer Relationship Management (CRM) in Services Companies**', published in the April, 2015 (Vol 6, Issue 4) issue of the journal International Research Journal of Management Sociology and Humanities (ISSN: 2348- 9359, UGC serial no. 48312).
8. Paper titled '**Opportunities and challenges of Rural Marketing in India**', published in the July-September, 2014 (Vol 17, Issue 5) issue of the journal Indian Journal of Eco-Finance (ISSN: 2249- 3484).
9. Conference paper titled '**Branding in India Insurance Industry – An Exploration**', published in the November, 2014 (Volume 1, Issue 1) issue of the Trends and Challenges in Indian Business Management (ISBN: 978-93-83241-60-6).
10. Paper titled '**Challenges and Problems of Green Marketing in India**', published in the March, 2015 (Vol V, Issue 1) issue of the journal Vaichariki (ISSN: 2249-8907, UGC serial no. 47299).
11. Paper titled '**Direct Marketing and its Use**', published in the July, 2014 (Vol 5, Issue 7) issue of the journal International Research Journal of Management Sociology and Humanities (ISSN: 2348- 9359, UGC serial no. 48312).

Publications in the Last one year

NA

Conference Organization/ Presentations (in the last three years)

NA

Research Projects (Major Grants/Research Collaboration)

NA

Awards and Distinctions

1. GOVERNOR'S MERIT AWARD IN CLASS X (5th Rank in State)

Association With Professional Bodies

NA

Other Activities

1. READING

2. WRITING

Signature of Faculty Mem