




Title	Dr.	First Name	<b>Aditya P.</b>	Last Name	<b>Tripathi</b>	Photograph
Designation	<b>Professor</b>					
Address	<b>Department of Commerce Shyam Lal College (Evening), University of Delhi, G.T.Road, Shahdara, Delhi 110032</b>					
Phone No	Office	<b>011-2232-4883</b>				
	Residence	-----				
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Email	<a href="mailto:aptripathi@shyamlae.du.ac.in">aptripathi@shyamlae.du.ac.in</a>					
Web-Page						
Educational Qualifications						
Degree	Institution				Year	
B.Com.	D.D.U. Gorakhpur University, Gorakhpur				2001	
M.Com.	D.D.U.Gorakhpur University, Gorakhpur				2003 ( <b>Gold Medalist</b> )	
UGC-NET (JRF)	University Grants Commission, New Delhi				2003	
Ph.D.	D.D.U. Gorakhpur University, Gorakhpur				2008	
Career Profile						
<ul style="list-style-type: none"><li>➤ Professor, Department of Commerce, Shyam Lal College (E), University of Delhi, Delhi since January 2022</li><li>➤ Associate Professor, Department of Commerce, Shyam Lal College (E), University of Delhi, Delhi from 2019 to 2022</li><li>➤ Assistant Professor, Department of Commerce, Shyam Lal College (E), University of Delhi, Delhi (2008-2019).</li><li>➤ Worked as a Faculty Member-Accounting, with Board of Studies, The Institute of Chartered Accountants of India, (ICAI), New Delhi. Was actively associated with Gyan Darshan Project on Live Telecast for Lectures in CPT, PCC &amp; Final) along with the Curriculum Development and tie-ups with different Universities for B.B.A. &amp; M.B.A. Courses for Chartered Accountants.(2008)</li><li>➤ Worked as Senior Lecturer in Management at Department of Management Studies, Delhi School of Professional Studies &amp; Research (DPSR), Guru Govind Singh Indraprastha University, Delhi. ( 2006-2008)</li><li>➤ Worked with Marwar Business School, D.D.U.Gorakhpur University as Lecturer in</li></ul>						

Commerce (2003-2004)

Administrative Assignments

- Worked as **Academic Coordinator** (who takes care of all the Academic Activities relating to M.B.A., B.B.A., and B.B.A. (CAM) course at Delhi School of Professional Studies & Research (DPSR), G.G.S.Indraprastha University, Delhi.
- Acted as **Deputy Controller of Examinations** in the Examination conducted by DPSR,G.G.S.I.P.University, Delhi.
- Worked as **Registrar (Academics)** at Delhi School of Professional Studies & Research, G.G.S.Indraprastha University, New Delhi.
- Worked as **Convener-New Pension Scheme Committee**, Shyam Lal College (E), University of Delhi.
- Chaired Technical Session in **LCBR European Marketing Conference 2013** organised by LCBR at Frankfurt-am-Main, **Germany** on 15th-16th August 2013.
- Organised an International Conference on **“Corporate Social Responsibility: Expectations, Reality & Challenges”** on February 6-7, 2014.
- Worked as **Coordinator- Internal Quality Assurance Cell (IQAC)** from 2017 to 2020 successfully got NAAC Accreditation of Cycle-1 completed.
- As **IQAC Corrdinator**, have organised dozens of Seminars, Conferences, Student Knowledge Sharing Programme (SKSP), FDPs, Total Quality Person Workshops (TQP) and other training programmes for all stakeholders.
- As IQAC Coordinator have got **ISO 9001: 15000** Certification of SLCE- DU done.
- Have also been instrumental in various collaborations with esteemed academic institutions as well as corporate entities.
- Working as **Convener Placement Cell of the College** since 2015.
- Convener, **Student Advisory Committee** 2015-16, 2016-17 & 2017-18.
- Founder Financial Advisor, Team Enactus, SLCE since 2017
- Treasurer, Delhi NCR Chapter of Indian Commerce Association ( 2017-2022)
- Secretary, Indian Commerce Association, Delhi –NCR Chapter ( Since March 2022)

Areas of Interest / Specialization

Accounting, Financial Management, Management Accounting

Subjects Taught

- ❖ Fundamentals of Financial Management

❖ Management Accounting

Time table of the subjects taught during the current semester

S.No.	Subject	Days	Time	Classroom
Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	

Research Guidance

- Two Students have earned their Ph.D. Degree and two research scholars are registered.
- One Student has earned her M.Phil. Degree
- **Empanelled as a Research Supervisor for Doctoral Programme at Dept of Commerce, Faculty of commerce & Business, Delhi School of Economics, University of Delhi.**

Publications Profile

**Research Papers :**

- ❖ Tripathi, Aditya Prakash, Is everything Fair in Marketing?(unravelling the Knitty-gritty of Ambush Marketing with Special Reference to India)", *Indian Journal of Marketing* 37.10 (2007). (**Scopus, Elsevier, Q3 Indexed, ABDC**)  
<http://indianjournalofmarketing.com/index.php/ijom/article/view/36454>
- ❖ Tulsian, P.C., Tripathi, Aditya Prakash, "Financial crisis in USA: an exploration of Fact : A Case Study of Lehman Brothers Holdings inc. New york, United States of America", *Delhi Business Review, An International Journal of SHTR*, Vol.9 (2), July-Dec (2008).
- ❖ Agrawal Noopur, Tripathi, Aditya P., "A Customer with His New Car: A Case Study of CRM at R.K.B.K". *Rai Management Journal*, Vol.5 (1), (2008).
- ❖ Singh, R., and A. Tripathi. "Diagnosing impact of malls on small shops." *Business Review* 10 (2008): 77-85. [https://www.delhibusinessreview.org/V\\_9n1/v9n1g.pdf](https://www.delhibusinessreview.org/V_9n1/v9n1g.pdf)
- ❖ Agrawal Noopur, Tripathi, Aditya P., "Pulling Out the Human Capital from the Serpentine Queue of Stress : A Practical Approach to Develop Transformed Leaders", *Pacific Business Review* ,Vol.1, No.2, July-Sept.(2008). (**ESCI Indexed, Web of Science**)  
[http://www.pbr.co.in/2008/july\\_sep.aspx](http://www.pbr.co.in/2008/july_sep.aspx)
- ❖ Pathak, S. V., and Aditya P. Tripathi. "Customer shopping behavior among modern retail formats: A study of Delhi & NCR." *Indian Journal of Marketing* 39.2 (2009): 3-12. (**Scopus, Elsevier, Q3 Indexed, ABDC**) <http://www.indianjournalofmarketing.com/index.php/ijom/article/view/36900>
- ❖ TRIPATHI, ADITYA P. "Relevance of Special Economic Zones for Developing Economies: A Study of Indian Perspective." *THE INDIAN JOURNAL OF COMMERCE* 62.2 (2009): 245.  
<http://icaindia.info/wp-content/uploads/2019/03/Indian-Journal-Of-Commerce-April-June-Annual-2009.pdf#page=251>
- ❖ Tulsian, P.C., Tripathi, Aditya Prakash, Accounting Treatment for Derivatives: Issues and

Challenges, Indian Journal of Finance, Vol 3 (5), 2009. ((Scopus, Elsevier, Q2 Indexed, ABDC Listed) <http://www.indianjournaloffinance.co.in/index.php/IJF/article/view/71615>

- ❖ Agrawal Noopur, Tripathi, Aditya P, "Re-Gifting Motivations: A Literature Review", The VOICE, Vol.2(4), Oct-Dec.(2015). (UGC Approved Journal, Serial No .49245)
- ❖ Agrawal Noopur, Tripathi, Aditya P, "Corporate Social Responsibility in Building New India : Status & Prospects", The VOICE, Vol.3(4), Oct-Dec.(2016). (UGC Approved Journal, Serial No .49245).
- ❖ Jaiswal, Brijesh K., Aditya P. Tripathi, and Noopur Agrawal. "Identifying customers' expectations from banks in India (A study of select bank's customers in Uttar Pradesh with special reference to Varanasi District)." *Pranjana: The Journal of Management Awareness* 21.1 (2018): 1-22. <http://dx.doi.org/10.5958/0974-0945.2018.00001.8>
- ❖ त्रिपाठी आदित्य प्रकाश, अग्रवाल नूपुर, "बैंकिंग सुधारों की अनिवार्यता", योजना, प्रकाशन विभाग, सूचना एवं प्रसारण मंत्रालय, भारत सरकार, नई दिल्ली, जनवरी (2018).
- ❖ Vajpayee Divya, Tripathi Aditya P., Agrawal Noopur et.al., "Consumer Perception Towards Online Shopping : A Study of Indian Perspective", The VOICE, Vol.5(1), Jan-March(2018).

#### **Books:**

1. Book titled "***Fundamentals of Retailing: Text & Cases***" (2009) in Co-authorship with Dr. Noopur Agrawal, published by **Himalaya Publishing House, Mumbai.**
2. Book titled "***The Power of Perception***" (Unraveling the Three Pillars of Quality Perception: An Indian Reality), (2009), published by A.K.Publications, Delhi.
3. Co-Authored Text Book on '***Auditing***' for Universities of Andhra Pradesh authored by Basu S.K. & Tripathi , Aditya P.(2012) published by **Pearson Education, India.**
4. Co-Authored Text Book on '***Cost and Management Accounting***' for Universities of Andhra Pradesh authored by Rajasekaran V., Bhattacharyya Debarshi & Tripathi , Aditya P.(2012) published by **Pearson Education, India.**

#### **Edited Books:**

1. Book titled "***Global Economic Challenges: Implications for India***" (2011) in Co-Editorship with Agrawal G.P., Ohri V.K. & Shukla Preeti published by Wisdom Publications, Delhi.
2. Book titled "***Media and the New World Order***" (2012) in Co-Editorship with Agrawal G.P., Khanna Harish et.al. published by Wisdom Publications, Delhi.
3. Book titled "***Corporate Social Responsibility: Expectations, Reality & Challenges*** 2014) in Co-Editorship with Gupta R.L., Malik R.K. published by Wisdom Publications, Delhi.

### Articles in Magazines :

- "Proximity Marketing: A New Marketing Approach", (pp.46-47) in Co-authorship with Dr. Noopur Agrawal, published in **Marketing Mastermind**, November 2006, IUP, Hyderabad, India
- "Brand Positioning: Mantra For Success", (pp.33-39), in Co-authorship with Dr.Noopur Agrawal, published in Advertising Express, January 2007 Issue, India
- "Savoir Faire: An Essential For Brand Management", (pp. 48-54), published in **Advertising Express**, April 2007 Issue, India
- "Indian Rural Market: A Silver Lining For the Marketers", (pp. 21-24), published in **Advertising Express**, March 2008 Issue, India
- "Customer is Not the King..... But the Emperor", in Co-authorship with Dr.Noopur Agrawali (pp. 16-21), published in **Advertising Express**, May 2008 Issue, Hyderabad, India
- "Catch Them While They Travel!" Retail in Air: An Emerging Concept, in Co-authorship with Professor P.Banerjee, Delhi (pp. 23-27), published in **Advertising Express**, July 2008 Issue, India
- "Q – Score: A Strategic Approach to Celebrity Endorsement", in Co-authorship with Dr. Noopur Agrawal, published in **Advertising Express**, November 2008 issue (pp. 24-27) .  
An article titled " Forensic Auditing: An Emerging Concept" Published in **Accounting World** December 2008 issue, A Publication of ICFAI University, Hyderabad, India in Co-Authorship with Dr. P.C.Tulsian.

### Publications in the Last Five years

- ❖ **Tripathi, Aditya P., and Noopur Agrawal.** "Impact of an economic revitalization programme on export and employment generation: a case study of One District One Product Programme in Uttar Pradesh, India." *Public Administration and Policy* (2021). ( **Emerald Publishing, HKPAA-Hong Kong Public Administration Association, SCOPUS Indexed, ESCI, Web of Science**) <https://scholar.google.co.in/scholar?oi=bibs&cluster=2845595140337351701&btnI=1&hl=en>
- ❖ **Agrawal, Noopur, and Aditya P. Tripathi.** "A Bibliometric Analysis of Halal Food and Certification: Existing Research & Future Directions." *Delhi Business Review* 22.2 (2021): 9-20. DOI:10.51768/dbr.v22i2.222202102 [https://www.delhibusinessreview.org/V22n2/dbr\\_v22n2b.pdf](https://www.delhibusinessreview.org/V22n2/dbr_v22n2b.pdf)
- ❖ **Atishay Sharma, Bhawna Shukla, Shivam Arora, Dr. Priti Jagwani, Dr. Aditya P Tripathi** (2021) . VaultVote: A Ray of Hope for Transforming the Voting System of India. Turkish

Online Journal of Qualitative Inquiry (TOJQI) Vol 12, Issue 6, 2021 393-406. (Science Research Society, **Scopus Indexed**). <https://www.tojqi.net/index.php/journal/article/view/1171>

- ❖ **Tripathi, Aditya P., and Noopur Agrawal.** "COVID-19, Reverse Migration and Crisis Management: A Study of the Model of Government of Uttar Pradesh (India)." *Indian Journal of Public Administration* (2022): 00195561211058392(**SAGE Publications, UGC CARE Listed**). <https://scholar.google.co.in/scholar?oi=bibs&cluster=1127292367230969821&btnI=1&hl=en>
- ❖ **Agrawal, N., Tripathi, A. P., & Jagwani, P. (2022).** Identifying Factors Influencing E-WOM on Social Networking Sites: A Study of Users & Responses on Twitter. *International Journal of Open Source Software and Processes (IJOSSP)*, 13(1), 1-22 (**IGI Global**) **Scopus Indexed** <https://www.igi-global.com/article/identifying-factors-influencing-e-wom-on-social-networking-sites/311838>
- ❖ **Tripathi, A. P., Singh V.B. et.al.** (2023). Blockchain technology and software engineering practices: A systematic review of literature using topic modelling approach. *International Journal of System Assurance Engineering and Management*, 14(Suppl 1), 1-17 (**Springer**)
- ❖ **Singh, Ajay. Kumar., Tripathi, A. P., Agrawal N, Jagwani, P..** (2024). Covid-19 Vaccination: An Attitude Analysis of Global Users of Social Media Towards Government Communication. *Indian Journal of Public Administration*. <https://doi.org/10.1177/00195561231221805> (**Sage**)

#### Conference Organization/ Presentations (in the last 7 years)

- ❖ Presented Research Paper and Chaired Technical Session at 6th Business & Management Conference 2017 organised by ISES at **Geneva, Switzerland** from 27th June to 30th June 2017.
- ❖ Co-Convener, International Conference on **Global Vision 2030: Challenges & Opportunities** organized **ICSSR sponsored XX Annual International Conference** on Global Vision 2030: Challenges and Opportunities jointly organized by, DSPSR, GGSIP University, Delhi, in collaboration with D.D.U.College, Shyam Lal College (E), Sri Aurobindo College (E), University of Delhi, ICA Delhi-NCR Chapter and others on January 4-5, 2019.
- ❖ Co-Convener, ICSSR sponsored **XXI Annual International Conference on Achieving Excellence in Higher Education** jointly organized by, DSPSR, GGSIP University, Delhi, in collaboration with D.D.U.College, Shyam Lal College (E), Sri Aurobindo College (E), University of Delhi, ICA Delhi-NCR Chapter, SHTR, Divine International Group of Institutions, Rotary Club of Delhi Maurya on January 4-5, 2020.
- ❖ Co-Convener, XXII Annual International Conference on broad theme **"Five Trillion \$ Economy; The Way ahead"** organized by, DSPSR, GGSIP University, Delhi, in collaboration with Shyam Lal College (E), University of Delhi and others, January 9-10, 2021.
- ❖ Presented a research paper titled "Disruptive Innovation, Management and Public Administration : A Bibliometric Study" and **was awarded Late Prof Om Prakash Memorial Best Paper Award in XXIV Annual National Seminar on Institutions, Governance and Justice** organised by Delhi School of Professional Studies & Research (DSPSR), GGSIPU and other esteemed institutions on June 4-5 2022.

#### Research Projects (Major Grants/Research Collaboration)

- **Completed Innovation Project (2012-2013), a major research project** granted by Hon'ble Vice-Chancellor, University of Delhi and Supervised a Team of 10 Students on primary research on **'Consumption Culture, Market and Childhood'**.
- Major Research Project titled "**Investigator : A Machine Learning Framework for Financial Fraud Forecasting**" was Awarded as Co-Investigator to Dr. Tripathi with RFRF and others by Indian Council of Social Science Research (ICSSR), Ministry of **Education**, Government of India) since March 25,2022. **(Ongoing) (Submission scheduled in 2024)**

#### Awards and Distinctions

- Recipient of **Chancellor's Gold Medal and Three Memorial Medals** for securing highest Marks in M.Com.(2003) Examination of the Varsity.
- Qualified **National Educational Test (NET) in Commerce**, conducted by University Grants Commission in June 2003 for national eligibility to teach in Indian Universities.
- Awarded for **Junior Research Fellowship** by University Grants Commission in June 2003.
- Recipient of **Best Research Paper presenter Award** at "National Seminar on Retail" organized by GNIM, (April 10, 2008) New Delhi.
- **Awarded Late Prof Om Prakash Memorial Best Paper Award in XXIV Annual National Seminar on Institutions, Governance and Justice** organised by Delhi School of Professional Studies & Research (DPSR), GGSIPU and other esteemed institutions on June 4-5 2022.

#### Association With Academic/ Professional Bodies

- **Life Member**, Indian Commerce Association (D-132)
- Member, Editorial Advisory Board, Journal of Modern Management Process, Cracow University of Economics, Poland. <https://journalmmp.com/index.php/jmmp/about/editorialTeam>
- Member, Editorial Board, Journal of Agricultural Economics and Development, an International Journal headquartered at United States of America. <http://www.academersearchjournals.org/journal/jaed/editorialboard>
- Worked as a member, Editorial Board, Delhi Business Review, An International Journal of SHTR, registered in Cabell's Directory of U.S.A.
- Working as a member, Project Monitoring Review Committee under Empowerment of Youth Through Training and Skill Development funded and monitored by **NABARD** .
- Nominated as Convener for Committee of Courses (CoC) @ **Faculty of Business, Finance and Managerial Skills by Hon'ble Vice Chancellor, Delhi Skill and Entrepreneurship University (DSEU)**, Delhi for Development of course curriculum as per NEP Framework for a period of 3

Years w.e.f. 2024.

- Member, Department Research Committee (DRC) for approving Research Supervisor(s) for various departments viz; Dept. of Banking, Financial Services and Insurance, Dept. of Innovation and Entrepreneurship, Dept. of International Business Management, Dept. of Real Management, Dept. of Office Management and Dept. of Business Process Management@ **Delhi Skill and Entrepreneurship University** (DSEU), Delhi w.e.f. July 2024.

#### Other Activities

- Founder Managing Editor, 'Aspirare', an International Journal of Commerce & Management, (Print & Online both) Shyam Lal College (E), University of Delhi, India . [www.aspirare.org](http://www.aspirare.org)
- Research paper titled Emerging Trends in Modern Retail Formats & Customer Shopping Behaviour in Indian Scenario : A Meta-Analysis & Review is included in the sectoral Studies data base of **Retailers Association's Skill Council of India (RASCI)** as a research contribution from University of Delhi along with the other notable researches from ICRIER, Technopak etc. [https://rasci.in/downloads/2008/Emerging\\_Trends\\_Modern\\_Retail\\_2008.pdf](https://rasci.in/downloads/2008/Emerging_Trends_Modern_Retail_2008.pdf)
- **Actively associated with Consortium for Educational Communication (CEC-UGC), An Inter University Centre Set up by University Grants Commission for Series of Live Lectures on Financial Management at Vyas Channel.** Lectures are also available on YouTube. His lectures delivered at UGC-CEC can be viewed on [https://www.youtube.com/playlist?list=PLNsppmbLKJ8J\\_G1T1\\_27eYxQTtJ\\_2FLqb](https://www.youtube.com/playlist?list=PLNsppmbLKJ8J_G1T1_27eYxQTtJ_2FLqb) ( More than 200 Lectures Listed on CEC)
- Under Social **Entrepreneurship** Category, working as **Founder Financial Advisor of Team Enactus** at SLCE & and has advised team of Students for Project Swabhimaan, Project AMRIT & Project LAKSHYA .
- Organized a QIP on e-Procurement with the resource person from **IST&M (Institute of Secretariat Training & Management), DoPT Government of India.**
- **Invited as a Resource Person to deliver lectures in Refresher Course in Commerce & Management organized by UGC-Academic Staff College, Kumaun University, Nainital** between 21-06-2014 to 11-07-2014.
- Invited as a Resource Person to deliver a Lecture in "Capacity Building Programme for KRPs in Single Major Subject Pattern in Commerce" organized by UGC-MMTTC, **Jawahar Lal Nehru University (JNU)** in collaboration with Commissionerate of Collegiate Education (CCE), Government of Andhra Pradesh on February 13,2024.



- Was Invited as Guest of Honour at Conference on Exploring the Essence: Indian Economic Thought in Contemporary Perspectives organized by DIRECTORATE OF INTERNATIONAL AFFAIRS IN COLLABORATION WITH UNIVERSITY SCHOOL OF MANAGEMENT STUDIES, GGSIPU & INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH ON 23rd February, 2024
- Invited by Centre for Professional Development in Higher Education (CPDHE), **UGC - Malaviya Mission Teacher Training Centre (MMTTC), University of Delhi** in a program on Online NEP Orientation & Sensitization Programme for University and College teachers held on 26th February 2024.
- Was invited to Deliver a Lecture at **MMTTC, Shri Ram College of Commerce (SRCC)**, University of Delhi as Resource Person for the NEP Orientation and Sensitization program on the theme “Skill Development” on April 10, 2024.

Dr. Aditya P.Tripathi  
Professor, Department of Commerce  
Signature of Faculty Member

- You are also requested to also give your complete resume as a DOC or PDF file to be attached as a link on your faculty page.