



# SHYAM LAL COLLEGE (EVE.) UNIVERSITY OF DELHI

## Faculty Proforma



Title	Dr.	First Name	Anil	Last Name	Kumar	Photograph
Designation	Associate Professor					
Address	H .No. C – 440 Top Floor Gali No. 10 , Majlis Park Adarsh Nagar, Delhi-110033					
Phone No Office	01122324883					
Residence	+91 97186 70912					
Mobile	+91 7011 654964					
Email	anilverma2005@gmail.com, <a href="mailto:akumar1@shyamlale.du.ac.in">akumar1@shyamlale.du.ac.in</a>					
Web-Page						
<b>Educational Qualifications</b>						
Degree	Institution				Year	
Ph.D.	Dept. of Commerce, HPU Shimla-05				2021	
M. Phil	Dept. of Commerce, HPU Shimla-05				2005	
M.Com.	Dept. of Commerce, HPU Shimla-05				2004	
B.Com	P.G. College Hamirpur, HP				2001	
<b>Career Profile</b>						
<ul style="list-style-type: none"><li>• Associate Professor, Department of Commerce, SLC (Eve.), University of Delhi, 17.07.2021 to till date</li><li>• Assistant Professor, Department of Commerce, SLC (Eve.), University of Delhi, 26.11.2008 to 16.07.2021</li><li>• Assistant Professor, Department of Commerce, SGTB Khalsa College, University of Delhi 17.07.2008 to 25 .11.2008</li></ul>						
<b>Administrative Assignments</b>						
<ul style="list-style-type: none"><li>• Associate NCC Officer, Shyam Lal College, University of Delhi, 2015 to till date.</li><li>• Teacher In charge, Department of Commerce, Academic Session 2014-2015.</li><li>• Sports In charge, Academic Session 2018-2020.</li><li>• Worked as active Members in various committees of the college.</li></ul>						
<b>Areas of Interest / Specialization</b>						
<b>Marketing Management</b>						
<b>Subjects Taught</b>						
<ul style="list-style-type: none"><li>• Business Laws</li><li>• Principles of Marketing</li><li>• Business Organization and Management</li><li>• Personal Selling and Salesmanship</li></ul>						
<b>Research Guidance</b>						

**RESEARCH WORK & PUBLICATIONS**

***RESEARCH PAPERS AND ARTICLES PUBLISHED***

1. *Kumar Dr. Anil, & Kumar, Praveen, "Indian Marketing Wisdom: Ancient Strategies"* Third Concept, Vol-37, 2024, ISSN NO. 0970-7247, pp 29-31.
2. *Kumar Dr. Anil et al., "Navigating Turnover Tides: A Decade-long Meta-analysis of the Impact of Authentic leadership on Employee Turnover Intentions (2011-2011)"* *Intellectual Resonance, DCAC Journal of Interdisciplinary Studies*, Vol-6, 2023, ISSN NO. 2321-2594, pp 132-144.
3. *Kumar Dr. Anil et al., "Empowering Leadership Illuminated: A Meta analytical Exploration of Its Correlation with Organizational Commitment (2011-2021)"* A Global Journal of Interdisciplinary Studies, Vol-VI, Issue IV, 2023, ISSN NO. 2581-5830, pp 85-90.
4. *Kumar Dr. Anil et al., "Authentic Leadership Unveiled: A Meta analytical Exploration of Its Influence on Job Satisfaction"* A Global Journal of Interdisciplinary Studies, Vol-VI, Issue IV, 2023, ISSN NO. 2581- 5830, pp 33-41.
5. *Kumar Dr. Anil et al., "Unveiling the Nexus: A Meta Analytical Exploration of The Relationship Between Authentic Leadership and Organizational Commitment"* International Journal of Management, Public Policy and Research, Vol-2, Issue 4, 2023, ISSN NO. 2583- 3014, pp 108-117.
6. *Kumar Dr. Anil et al., "Exploring the Dynamics of Empowering Leadership and Turnover Intention: A Meta Analytical Perspective (2011-2021)"* Vidya- A Journal of Gujarat University, Vol-2, Issue 2 2023, ISSN NO. 2583- 3537, pp 316- 322.
7. *Kumar Dr. Anil et al., "Empowering Leadership and Job Satisfaction: A Meta Analytical Exploration Spanning 2011- 2021"* ACADEMICIA: An International Multidisciplinary Research Journal, Vol-13, 2023, ISSN NO. 2249-7137, pp 1-9.
8. *Kumar, Dr. Anil "Comparative Analysis of Traditional and Modern Social Media Marketing Communication Channels"* International Research Journal of Management and Commerce, Vol-8, Issue 4, 2021, ISSN NO. 2348- 9766, pp 21-31.
9. *Kumar, Anil "Impact of Social Media Marketing on Brand Awareness of Durable Goods: A Study of Metropolitan City Delhi"* Parishodh Journal, Vol-IX, Issue I, 2020, ISSN NO. 2347- 6648, pp 2017- 2028.
10. *Kumar Anil Singh & Anil Kumar "An Analysis pf problem of non-performing assets of banking sector in India 2008-2018"* Parishodh Journal, Vol-9, Issue 3, 2020, ISSN No. 2347-6648, pp 11911-11922.

11. *Kumar, Anil* "Consumer Buying Decision Influenced by Social Media Advertising: A Study of Electronic Companies in Delhi" *International Journal of Management, IT & Engineering*, Vol-9, Issue 4, 2019, ISSN NO. 2249-0558, pp 625- 633.
12. *Kumar, Dr. Suresh & Kumar, Anil* "Evolution And Impact Of Tourism Industry In India" *Parishodh Journal*, Vol. VIII, Issue (X), 2019, ISSN NO. 2347-6648, pp 315-323.
13. *Chand, Tek & Kumar, Anil*, "Role of Social Media in Brand Awareness: A Study of Delhi Region of India" *published in Management Technology Evolution to Revolution (2019)*, *Bharti Publications, New Delhi*, pp 68-78.
14. *Kumar, Dr. Suresh & Kumar, Anil* "Community-based Tourism Initiatives in Himachal Pradesh" *International Research Journal of Management and commerce*, Vol-5, 2018, ISSN No. 2348- 9766, pp 105-117.
15. *Rana Dr. Kulwant & Anil Kumar*, "Social Media Marketing: opportunities and Challenges" *Journal of Commerce and Trade*, Vol-11, Issue 1, 2016, ISSN No. 0973-4503, pp 45-49.
16. *Rambir & Anil Kumar*, "Social Media Marketing and its impact on Brand Awareness in durable goods" *CASIRJ Vol-6, Issue 3, 2015, ISSN No. 2319-9202, pp 42-53.*
17. *Anil Kumar*, "The Dispute Settlement under World trade organization" *Asian Journal of Multidisciplinary Studies*, Vol-2, Issue 5 2014, ISSN No. 2321-8819, pp 147-154.

***PAPERS PRESENTED & PUBLISHED IN NATIONAL CONFERENCE/SEMINAR PROCEEDINGS***

- Presented paper titled "Problems and Prospects of Social Media Marketing in India" in National Seminar on "Contemporary Issues in Indian Economy", organized by Dept. of Economics, SLCE, University of Delhi, August 12, 2017.
- Presented paper titled "Consumer Behavior and Role of consumer Research in India" in Domestic Seminar on "Contemporary Issues in Commerce and Management", organized by Dept. of Commerce, SLCE, University of Delhi, August 10, 2017.
- Presented paper titled "Dr. Ambedkar's and His Socio- Economic Ideas" in International Seminar on "The Relevance of Dr. Ambedkar's Thought in Contemporary India" organized by Dept. of Political Science & Dept. of Buddhist Studies, SLCE, University of Delhi, February, 14-15, 2017.
- Presented paper titled "Oral Literature as the Vedas and Wisdom Literature of Shudra's and Tribal" in International Conference on "Hagiography, Humanism and Caste Hierarchy in Bhakti Movement", organized by Dept. of English & Hindi, SLCE, University of Delhi, October 20-21, 2016.

**REFRESHER COURSE / FDP/ WORKSHOPS, ATTENDED**

- Participated in Two Week INTERDISCIPLINARY REFRESHER COURSE/ FACULTY DEVELOPMENT PROGRAMME dated 30 Jan. - 14 Feb., 2021, on “Advanced Research Methodology: Tools and Techniques” organized by RAMANUJAN College, University of Delhi, under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMTT) of MHRD, Government of India.
- Participated in One Week FACULTY DEVELOPMENT PROGRAMME on “Online Teaching Platforms” organized by Shyam Lal College Eve., University of Delhi from August 10 – 17<sup>th</sup>, 2020.
- Participated in Ten Days SUMMER WORKSHOP on “The Regeneration of Indian Society in the light of Constructive Programmes of Mahatma Gandhi” organized by Gandhi Bhawan, University of Delhi from August 10 – 20<sup>th</sup>, 2020.
- Participated in Two Week FACULTY DEVELOPMENT PROGRAMME dated 18 May - 03 June, 2020, on “Managing Online Classes & Co-creating MOOCS 2.0” organized by RAMANUJAN College, University of Delhi, under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMTT) of MHRD, Government of India.
- Participated in one day Workshop on “Search, Research, Effective Research Writings and Academic Integrity” organized by Skill Development Committee, Shyam Lal College Eve., University of Delhi on Oct 14<sup>th</sup>, 2019.
- Participated in one day Workshop on “E-filing of ITR 1 & 2” organized by Shyam Lal College Eve., University of Delhi on Sept 19<sup>th</sup>, 2019.
- Participated in Two Week INTERDISCIPLINARY FACULTY DEVELOPMENT PROGRAMME dated 15 Dec. - 28 Dec, 2018, on “Feminist Theories and Human Rights” organized by Mahatma Hansraj faculty Development Centre, Hansraj College, University of Delhi, under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMTT) of MHRD, Government of India.
- Participated in One Week FACULTY DEVELOPMENT PROGRAMME on “Corporate Social Responsibility & Sustainable Development” organized by Dept. of Political Science, Shyam Lal College Eve, University of Delhi from 16-22 Nov., 2018.
- Participated in one-week FDP on STATA and Data Analysis organized by Dept. of Economics, Shyam Lal College Eve, University of Delhi from September 4<sup>th</sup> – 10<sup>th</sup>, 2018.
- Participated in one-week FDP on Marketing Research organized by Internal Quality Assurance Cell (IQAC) of Shyam Lal College (Eve.) from August 21<sup>st</sup> - 26<sup>th</sup>, 2017.

- Participated in the 14<sup>th</sup> Three Week Refresher Course in “Commerce and Business Management” organized by the UGC- ASC, Jamia Millia Islamia, New Delhi from 22 Oct- 12 Nov., 2013.
- Participated in the 97<sup>th</sup> four Week Orientation Programme from 15 July- 11 August. 2011. Organized by the UGC- ASC, Jamia Millia Islamia, New Delhi.
- Participated in ILL Workshop Tier II for capacity Building of Delhi University Faculty on from Jan, 11<sup>th</sup> -23<sup>rd</sup> 2010.

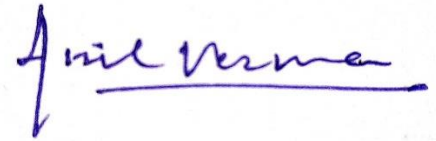
#### SEMINAR/ CONFERENCE, ATENDEED

- Participated in national Conference on “Technology and Innovation: Changing the Face of Business” organized by Department of Commerce, Shaheed Bhagat Singh College, University of Delhi, Jan. 31<sup>th</sup>, 2020
- Participated in International Conference on “Dr. Ambedkar’s and His Socio- Economic Ideas” Jointly organized by Dept. of Political Science, Shyam Lal College Eve. & Dept. of Buddhist Studies, University of Delhi on Feb 14<sup>th</sup>-15<sup>th</sup>, 2017, New Delhi, India.
- Participated in International Conference on “Hagiography Humanism and Caste Hierarchy in Bhakti Movement” organized by Shyam Lal College Eve., University of Delhi on Oct,20-21<sup>st</sup> 2016, New Delhi, India.
- Participated in national Conference on “Role & Contribution of Renewable Energy in Climate Change Mitigation” organized by Shyam Lal College Eve., University of Delhi on Feb 6<sup>th</sup>-7<sup>th</sup> 2016, New Delhi, India.
- Participated in National Conference on “Marketing in the 21<sup>st</sup> Century: Issues and Challenges” organized by Shaheed Bhagat Singh College, University of Delhi on February 5-6, 2016, Delhi, India.
- Participated in International Conference on “Unleashing Potential of Renewable Energy for Sustainable Development: Opportunities & Challenges” organized by Shyam Lal College Eve., University of Delhi on January 13-14, 2015, New Delhi, India.
- Participated in 3<sup>rd</sup> Annual Commerce Convention on “Leveragering Business Discovering: New Horizons” organized by Department of Commerce, Delhi School of Economics, University of Delhi, April. 12<sup>th</sup> -13<sup>th</sup> ,2014
- Participated in International Conference on “CSR: Expectations, Reality and Challenges” organized by Shyam Lal College Eve., University of Delhi, on Feb 6<sup>th</sup> -7<sup>th</sup> 2014.
- Participated in national Conference on “FDI in India: Response and Challenges” organized by Department of Commerce, Shaheed Bhagat Singh College, University of Delhi, Nov. 5<sup>th</sup> -6<sup>th</sup> ,2012

- Participated in International Conference on “Human Rights in the 21st Century Global Perspective, National Challenge” organized by Shyam Lal College Eve., University of Delhi, on Feb 14<sup>th</sup> -15<sup>th</sup> 2012.
- Participated in The Investor Awareness Programme on “Understanding the Capital Markets” organized by The Institute of Company Secretaries of India (North Region) Delhi on Feb 9<sup>th</sup>, 2012, New Delhi, India.
- Participated in national Conference on “Mergers and Acquisitions: - Issues Opportunities and Challenges” organized by Department of Commerce, Shaheed Bhagat Singh College, University of Delhi, Jan. 20<sup>th</sup> - 21<sup>st</sup> ,2012
- Participated in National Seminar on “Globalization & Indian Economy” organized by Department of Business Economics SGTB Khalsa College, University of Delhi, on March, 10<sup>th</sup>, 2011.
- Participated in National Seminar on “Media and the new world Order” organized by Shyam Lal College Eve., University of Delhi, on Feb 4<sup>th</sup> -5<sup>th</sup> 2011.
- Participated in national Seminar on “Financial Sector Reforms in India: The Road Ahead” organized by Department of Commerce, Shaheed Bhagat Singh College, University of Delhi, Jan. 21<sup>st</sup> -22<sup>nd</sup> ,2011.
- Participated in National Seminar on “Contemporary Issues in Management” organized by Department of Business Economics SGTB Khalsa College, University of Delhi, on Feb 23<sup>rd</sup>, 2010.
- Participated in National Seminar on “Ethical Dimensions of Governance at India” organized by Deshbandhu College Eve., University of Delhi, on Feb 15<sup>th</sup>-16<sup>th</sup>, 2010.
- Participated in Special Assistance Programme Seminar on “Contemporary issues is Global Finance Markets” organized by Department of Financial Studies., University of Delhi, South Campus on Feb 6<sup>th</sup> 2010.
- Participated in National Seminar on “Global Economic Challenges: Implications for India” organized by Shyam Lal College Eve., University of Delhi, on Feb 4<sup>th</sup> -5<sup>th</sup> 2010.
- Participated in national Seminar on “Corporate Laws: Contemporary Issues” organized by Department of Commerce, Shaheed Bhagat Singh College, University of Delhi, Dec. 4<sup>th</sup> -5<sup>th</sup> 2009.
- Participated in International Conference on “Issues in finance and Economic Development in Developing countries during globalization Era.” organized by University of Delhi, 2009.
- Participated in national Seminar on “Mapping Middle class in resurgent India: Perspectives and Roles” organized by SLC Eve. University of Delhi, Feb 5-6, 2009.

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

<b>Awards and Distinctions</b>
Awarded the Rank of Lieutenant in Army on 19 Oct., 2015 With Personal no, NCC/04110026 after completing Pre-Commission PRCN/SD 158 Course and He has also successfully completed Ref/SD/part-1/136 from 01-11-2021 to 30-11-2021 and promoted as Captain w.e.f. 19 Oct., 2023 as per Section 21(5) of National Cadet Corps Act, 1948 by DGNCC.
<b>Association With Professional Bodies</b>
Lifetime Membership-Indian Commerce Association
<b>Other Activities</b>
<ul style="list-style-type: none"><li>• Question Paper Setter: University of Delhi.</li><li>• Internal Examiner for e-filing of income tax.</li><li>• External Examiner for Computerized Accounting (Tally).</li><li>• Paper evaluator in semester Examination</li></ul>



Signature of Faculty Member