


SHYAM LAL COLLEGE (EVE.)

UNIVERSITY OF DELHI

Faculty Proforma



Title	Dr.	First Name	ASHOK	Last Name	KUMAR	Photograph
Designation	Associate Professor					
Address	B-8, SM-2, Dilshad Garden Ext-II Sahibabad Ghaziabad, Uttar Pradesh 201005, India					
Phone No	Office	011-2232-4883				
	Residence	-				
	Mobile	91-9711223579				
Email	akumar@shyamlale.du.ac.in					
Web-Page						
Educational Qualifications						
Degree	Institution				Year	
B.Com.	University of Lucknow				1995	
M.Com.	Dr. Rammanohar Lohia Avadh University				2003	
Ph.D.	University of Lucknow				2007	
Career Profile						
<ul style="list-style-type: none">• Associate Professor, Department of Commerce, Shyam Lal College (E), University of Delhi, Delhi from 2020 to Till Date• Assistant Professor, Department of Commerce, Shyam Lal College (E), University of Delhi, Delhi (2008-2020).• Lecturer, Department of Commerce, University of Lucknow, Lucknow U.P. (2005 - 2008)						
Administrative Assignments						
<ul style="list-style-type: none">➤ Bursar, Shyam Lal College (E), University of Delhi (2023-24).➤ Member in Commerce and Business Studies Admission Committee, University of Delhi (2023-24).➤ Member in Technology Courses Admission Committee, University of Delhi (2023-24).➤ Member in Social Science Admission Committee, University of Delhi (2021-2022).						
Areas of Interest / Specialization						
Human Resource Management, Business Management, International Business						
Subjects Taught						
<ol style="list-style-type: none">1. General Management,2. Finance for Everyone (SEC)3. Fundamentals of HRM4. Business Organization and Management						

Research Guidance

I am supervising **one** research scholar enrolled in the Doctoral Programme at the Department of Commerce, Delhi School of Economics, University of Delhi.

Publications Profile

Research Papers:

1. Kumar, Ashok (2011), "*Marketing of Telecom Services in India*", International Journal of Commerce & Management, Vol. Jan-June, pp- 50-60.
2. Kumar, Ashok (2017), "*Challenges of Co-Operative Banking System with Special Reference to Uttar Pradesh*", KAAV International Journal of Economics, Commerce & Business Management, Vol. 4/ISS-3/A1, pp- 737-739.
3. Kumar, Ashok (2017), "*Liberalisation and the Rural-Agrarian Sector*", KAAV International Journal of Art Humanities & Social Science, Vol. 4/ISS-2, pp- 515- 517.
4. Kumar, Ashok (2018), "*Conflicts Packaged and Marketed: Conflict Management Under capitalism- The Role of Higher Academic Institutions*", International Journal of Applied Social Science, Vol. 5(12), pp- 2527-2530.
5. Kumar, Ashok (2019), "*Role of NABARD: As an Institution for Financial and Social Welfare*", International Journal of Applied Social Science, Vol. 6, pp- 2503-2505.
6. Kumar, Ashok (2020), "*The Informal Economy: Unprotected and Unorganised*", Alochana Chakra Journal, Vol. IX, pp- 1296-1299.
7. Kumar, Ashok (2021), "*Rampant Cyber-attack and vital security measures: An Overview*", International Journal of Applied Social Science, Vol. 8, pp- 351-355.
8. Kumar, Ashok (2021), "*Using the WTO's coordinating power to take advantage of disruption and improve global supply chain efficiency and resilience*", KAAV International journal of law, finance & industrial relations, Vol. 8(2), pp- 1-9.
9. Kumar, Ashok (2022), "*Customer Service in e-commerce: An Analysis of Amazon and its Phenomenal Growth*", KAAV International Journal of Economics, Commerce & Business Management, Vol. 9, pp- 28-30.
10. Kumar, Ashok (2022), "*Supply chain management and use of Technology: A Critical Appraisal*", KAAV International journal of law, finance & industrial relations, Vol. 9, pp- 01-04.
11. Kumar, Ashok (2022), "*Relationship Between e-banking and customer satisfaction*", International journal of commerce and Management research, Vol. 8, pp- 31-34.
12. Kumar, Ashok (2023), "*Jeff Bezos: The Entrepreneur with a Difference*", International Journal of Applied Social Science, Vol. 10(5&6), pp- 397-401.
13. Kumar, Ashok (2023), "*The Impact of sustainability on a dividend of firm of selected Indian Companies*", Journal of Emerging Technologies and Innovative Research, Vol. 10, pp- 68-80.

Publications

Books:

1. Kumar, Ashok; Ansari, Dilshad Ahmad; Pandey, Manoj (2018). *Business Communication*, Alankar Publishing House, Delhi, 978-93-86817-21-1.
2. Kumar, Ashok; Ansari, Dilshad A.; Kumar, Anil (2019). *Business Law*, Alankar Publishing House, Delhi, 978-93-86817-25-9.
3. Kumar, Ashok; Ansari, Dilshad Ahmad; Kumar, Anil (2019). *Company Accounts*, Alankar Publishing House, Delhi, 978-93-86817-26-6.

Conference Organization/ Presentations

1. Paper Presented on “Infrastructure of FDI in India”, Organised by Department of Commerce, University of Lucknow, Lucknow during One-Day National Seminar on Foreign direct investment & Indian Economy: Issues and Implications on 26 March, 2006.
2. Paper Presented on “Mobile Retail Chains: A New Dimension in India Retailing”, Organised by Department of Commerce, University of Lucknow, Lucknow during One-Day National Seminar on Organised Retailing in India: Issues and Concerns on 29 March, 2007.
3. Paper Presented on “Marketing of Tourism in India”, Organised by Sri Jai Narain Post Graduate College, Lucknow during Two-Day National Seminar on Marketing of Services in India – Issues and Challenges on 01 & 02 March, 2008.
4. Paper Presented on “Agricultural Marketing- Indian Scenario”, Organised by Vidyant Hindu P.G. College, Lucknow during One-Day National Seminar on Emerging Dimensions of Marketing in India on 10 April, 2009.
5. Paper Presented on “Emerging Trends in Infrastructure Development in India: Transport”, Organised by Department of Applied Economics, University of Lucknow, Lucknow during Two-Day National Seminar on Emerging Trends in Infrastructure Development in India on 12 & 13 March, 2011.
6. Paper Presented in National Seminar on Emerging Trends in “*Banking and Financial Sector in India*” Organized by department of applied economics university of Lucknow
7. Paper presented in International seminar on “Issues in Finance and Economics Development in Developing Countries During Globalization Era” organized by Shri Ram College of Commerce University of Delhi.
8. Paper presented in national Seminar U.G.C on “Corporate Laws Contemporary Issues” organized by Shaheed Bhagat Singh College University of Delhi.

9. Paper Presented in National Seminar on “Global Economic Challenges Implication for India” Organized by Shyam Lal College University of Delhi
10. Paper presented in national Seminar on “Contemporary Issues in Management” organized by Shri Teg bahadur Khalsa College University of Delhi
11. Paper Presented in national Seminar on “The Global *Recession and its Impact on India*” organized by JNPG College University of Lucknow
12. Paper Presented in National Seminar on “*Recent trends in Capital Market*” organized by ICSI North then Indian Regional Council New Delhi.
13. Paper Presented Paper Presented in National Seminar on “*Take over code and Competition Law and Policy*” organized by ICSI North then Indian Regional Council New Delhi.

Research Projects (Major Grants/Research Collaboration)

A Socio-Economic Project on “**Psychology of Nepali People, who lived in India: Problems, Expectations and Suggestions**” under the guidance of Prof. Dinesh Sharma, Department of Commerce University of Lucknow.

Awards and Distinctions

Appreciation letter by Vice Chancellor, for member of Academic Council (2021-23)

Association With Professional Bodies

- ❖ All India Commerce Association, India.
- ❖ The Indian Science Congress Association, India.

Other Activities

1. Radio Talk on the Topic of “**Rural Management and Developing India**” From All India Radio, Faizabad, U.P.
2. Convener and member in different committees at college level.

Signature of Faculty Member