


Curriculum Vitae

Title	Dr.	First Name	Pankaj	Last Name	Kumar	
Designation	Professor					
Department	Commerce					
Institutional Email Address	pkumar@knc.du.ac.in					
EDUCATION						
Degree	Institution	Year	Details			
PhD	Maharishi Dayanand University Rohtak	2010	“Challenges and Prospects of Merchant Banking in India”			
MPhil						
CAREER PROFILE						
Organisation / Institution	Designation	Duration	Role			
Kamala Nehru College	Professor	May 23, 2008 till Present	Teaching and Mentoring			
Maharaja Surajmal Institute	Temporary	August 13, 2007 to May 22, 2008	Teaching and Mentoring			
AREA OF INTEREST :						
TEACHING EXPERIENCE (Subjects/Courses taught)						
I. Marketing Management						
II. Advertising						
III. Sustainability						
IV. Consumer Protection Act						

<p>PhD (Supervised)</p> <p>MPhil (Supervised)</p>									
<p>HONORS & AWARDS</p>									
<p>PUBLICATION DETAILS</p>									
<p>Books:</p>									
<p>Journal Articles:</p>									
Title of the Paper/Chapter	Journal/Book Name	Year	Vol. No.	Page No.	ISSN/ISBN No.	Impact Factor	Authorship*	Reference number of UGC – CARE List	Academic research score
A Study Effect of various Demographic Factors on Consumer Satisfaction for Ayurvedic Products	JETIR (www.JETIR.org)	June - 2019	Volume 6 Issue 6		2349-5162	5.87	One of two	63975	
<p>Newspaper Articles:</p>									

Papers presented in Seminars/conferences:

- Presented a paper on “GST: Boon or Bane for Unorganised Sector”, in 70th All India Commerce Conference of ICA held on 12-14 October 2017.
- Presented a research Paper titled “Happiness and Its Impact on Performance in the Work Field: A Case Study at a Navaratna Company Plant in Bhubneswar, India, at the 15th International Conference on Business Management -2018, organised by Faculty of Management Studies and Commerce, University of Sri Jayewardenapura Sri Lanka, on 06th December 2018 at Colombo, Sri Lanka.

National Workshops and Seminars Organised:

- Organised One Day Workshop on “Principles of Marketing” at Kamala Nehru College on 28th September, 2019.

Talks/Lectures:

- Delivered extensive lecture on “Marketing” at Rukumani Devi Institute of Advance Studies on 14/10/2017
- Delivered extensive lecture on “Advertising an Autopsy” at Rukumani Devi Institute of Advance Studies on Jan 2016
- Delivered extensive lecture on career options at Govt. College Julana, Jind Haryana on 25.01.2014
- Delivered extensive lecture at Kendriya Vidaylya Anklesvar, Gujrat in October 2013
- Delivered extensive lecture on career options at Govt. College Julana, Jind Haryana on 25.12.2012

Participation as Resource Person:**OTHER DETAILS**

Preparation of Teaching Material:

Research Projects:

- Completed project on 'Implementation of successful **“Switch to Energy Efficient Lighting and Home Appliances”** campaign in Delhi: Social Marketing Strategy, 2015-17.
- Completed project on “Designing an Effective social Marketing Strategy for a successful implementation of the **“say no to plastic bags”** campaign in Delhi”, 2013-15.
- Mentored around 20 students for their minor projects in regard to their graduation Curriculum.

Membership in Professional Bodies:

- Life Time Member of INDIAN COMMERCE ASSOCIATION

Orientation and Refresher Courses:

Participated in one day FDP on Cyber Space, Crimes and Security, organised by Commerce Department of Kamala Nehru College, held on 11th September, 2019 at Kamala Nehru College.

Field Work: