


## Curriculum Vitae

|                             |                             |            |                |           |               |   |
|-----------------------------|-----------------------------|------------|----------------|-----------|---------------|---|
| Title                       | <b>Prof</b>                 | First Name | <b>Sheetal</b> | Last Name | <b>Kapoor</b> |  |
| Designation                 | <b>Professor</b>            |            |                |           |               |   |
| Department                  | <b>Commerce</b>             |            |                |           |               |   |
| Institutional Email Address | <b>skapoor@knc.du.ac.in</b> |            |                |           |               |   |

### EDUCATION

| Degree | Institution  | Year       | Details   |
|--------|--|------------|---|
| PhD    | <b>Department of Commerce, Delhi School of Economics, Delhi University</b> | 29-03-2001 | Family Influence on Purchase Decisions: A Study with Reference to Consumer Durables |
| MPhil  | <b>Delhi University</b>  | 14-05-1996 | 29-03-2001 Product Quality and Consumer Decision-Making                             |

### CAREER PROFILE

| Name of the Institution | Designation         | From       | To         | Duration |           |         |
|-------------------------|---------------------|------------|------------|----------|-----------|---------|
|                         |                     |            |            | Years    | Months    | Days    |
| Kamala Nehru College    | Professor           | 18-7-2018  | Till date  | 6 years  |           |         |
| Kamala Nehru College    | Associate Professor | 21-07-1997 | 17-7-2018  | 21 years | 2 months  | 9 days  |
| Kamala Nehru College    | Lecturer            | 27-08-1996 | 30-04-1997 | 00 years | 08 months | 04 days |

|                        |          |            |            |          |           |         |
|------------------------|----------|------------|------------|----------|-----------|---------|
| Bharati Mahila College | Lecturer | 30-07-1996 | 26-08-1996 | 00 years | 00 months | 28 days |
| Kamala Nehru College   | Lecturer | 07-08-1995 | 22-03-1996 | 00 years | 07 months | 16 days |
| Kamala Nehru College   | Lecturer | 25-07-1995 | 06-08-1995 | 00 years | 00 months | 13 days |
| Jesus and Mary College | Lecturer | 22-08-1994 | 30-04-1995 | 00 years | 08 months | 09 days |

**AREA OF INTEREST : Marketing**

TEACHING EXPERIENCE (Subjects/Courses taught)

I. Under Graduate 30 Years at Kamala Nehru College

II. Post Graduate: Guest Faculty since 2004 onwards till 2021

M. Com (South Campus and North campus), MBA (International Business), M. Phil and PhD Course

**PhD (Supervised) 2 research scholars completed PhD under my guidance in 2024**

**MPhil (Supervised) 1 research scholar completed in 2024**

**HONORS & AWARDS**

| S.No. | Name of Award/Honor *                          | Area/Subject                                  | Name of Awarding Body                                      | Level (International National) | Date       |
|-------|--|---|--|--------------------------------|------------|
| 1.    | Best paper Presenter award (Jointly presented) | "Diversity and Inclusion in Entrepreneurship" | Delhi Technological University                             | International Conference       | 15-9-2023  |
| 2.    | Best Paper Award                               | Innovative Practices in Teaching Pedagogy     | SVSU University  | National                       | 2-5-2020   |
| 3.    | Teaching Excellence award for Innovation       | Research                                      | Delhi University, Vice Chancellor's award on Founder's Day | National                       | 1-5-2015   |
| 4.    | Best Innovation Idea                           | Research Project                              | Delhi University- Antardhwani                              | National                       | 2015-02-22 |
| 5.    | Sahitya Seva Samman                            | Consumer Protection                           | Supreme Court Advocates Guild                              | National                       | 11-4-2014  |
| 6.    | First in M Com Previous                        | Commerce                                      | Moti Lal Nehru College University of Delhi                 | National                       | 9-3-1993   |
| 7.    | First in M Com Final                           | Commerce                                      | Moti Lal Nehru College, University of Delhi                | National                       | 9-3-1994   |

**PUBLICATION DETAILS****Books:**

| S.No. | Year           | Title of the Book                                  | Authorship*  | Level of Publisher (National / International) | Publisher (with city/ country) & Year of Publication              | ISBN                       |
|-------|----------------|--|--------------|---|---|----------------------------|
| 1     | 2024           | Consumer Affairs and Sovereignty                   | Sole         | National                                      | MKM Publishers Ltd  | ISBN 978-939-17-20025      |
| 2.    | 2019           | New Measures for Consumer Protection               | Sole         | National                                      | Publication Division, Ministry of Information & Broadcasting, GOI | ISBN: 978-81-230-3212-2    |
| 3.    | 2018           | Consumer Affairs and Customer Care                 | Sole         | National                                      | Galgotia Publishing Company, New Delhi                            | ISBN 978-93-86184-74-0     |
| 4     | 2018           | Consumer Protection                                | Sole         | National                                      | Galgotia Publishing Company, New Delhi                            | ISBN 978-93-86184-76-4     |
| 5     | 2007           | Consumer Affairs                                   | Joint Author | National                                      | Universities Press India Private Ltd                              | ISBN 13:978 81 7371 581 5. |
| 6     | 2002           | Understanding Buying Behaviour of Indian Families, | Sole Author  | National                                      | New Century Publications, New Delhi, 2002                         | ISSN 81-7708-027-x         |
| 7     | 2013-14        | Consumer Affairs                                   | Sole Author  | National                                      | SOL Publication   | NA                         |
| 8     | 2017 (revised) | Consumer and the Market (Monograph)                | Sole Author  | National                                      | IIPA  | ISBN 81-86641-53-X         |

**Chapter in Edited Books**

| S.No. | Title of Edited Book   | Title of Chapter  | Authorship*  | Publisher (with city/ country) & Year of Publication                      | ISBN                      | Whether Refereed |
|-------|--|---|--------------|---|---------------------------|------------------|
| 1     | Need for More Transparency and Disclosure in Consumer Issues<br>Page Nos Total 216 | Strategies for Business Excellence  | Sole Author  | Manakin Press, National 2018  | ISBN 9789386677648        | Yes              |
| 2     | Role of ICT in Empowering Rural Consumers  | Empowering Rural Consumers (Concept Publishing 2018)                          | Sole Author  | Concept Publishing 2018   | ISBN 13:978-93-86682-27-7 | Yes              |
| 3     | Challenges of Sustainable Consumption: Indian Context'                             | Towards Sustainable Consumption and Lifestyles (Concept Publishing 2018)      | Sole Author  | Concept Publishing 2018   | ISBN 13:978-93-86682-28-4 | Yes              |
| 4     | Business of Products and Services  | Business Entrepreneurship and Management                                      | Joint Author | Pearson Publication 2013, International                                   | ISBN 978-93-325-2005-9    | Yes              |
| 5     | Ethical Considerations in Business   | Business Entrepreneurship and Management                                      | Joint Author | Pearson Publication 2013, International                                   | ISBN 978-93-325-2005-9    | Yes              |
| 6     | Legal and Ethical Aspects of Advertising"  | Consumer Protection in India  | Sole Author  | Centre of Consumer Studies, IIPA, 2010 and Kalasingam University National | ISBN 9788190667197        | Yes              |
| 7     | Grievance Redressal Mechanism: A Study of Insurance Sector                         | Consumer Protection in India: Policies and Case Studies                       | Sole Author  | Centre of Consumer Studies, 2011 National                                 | ISBN 81-8069-874-2        | Yes              |
| 8     | Environment and Consumer: Global Quest for Sustainable Consumption                 | Disaster Management and Sustainable Development: Emerging Issues and Concerns | Sole Author  | Pentagon Press, 2009, National  | ISBN 978 81-8274-387-8,   | Yes              |
| 9     | Consumer Protection in the Banking Sector  | Consumers, Consumerism and Consumer Protection                                | Sole Author  | Abhijeet Publications, 2010   | ISBN 978-93-80031-5       | Yes              |

|    |   |   |             |                                    |                            |     |
|----|---|---|-------------|------------------------------------|----------------------------|-----|
|    |   |   |             | National                           |                            |     |
| 10 | Consumer Redressal system in India: How are they Efficient? | Consumer Redressal System and Consumer Protection in India, | Sole Author | Kalpaz Publications 2015, National | ISBN:978-93-5128-094-1     | Yes |
| 11 | Transparency and Disclosure in Consumer Issues              | Transparency Disclosure and Governance                      | Sole Author | 2015, National                     | ISBN-13: 978-93-5125-191-0 | Yes |
| 12 | Advertising and the Consumer                                | Impact of Advertisement on Rural Consumer,                  | Sole Author | Kanishka Publishers, 2013 National | ISBN 978-81-8457-428-9     | Yes |
| 13 | Consumer Protection in India                                | Advertising and the Consumer: The Ethical Concerns          | Sole Author | CCS, IIPA, 2012, National          | ISBN 81-86641-58-0         | Yes |

**Journal Articles:**

1. Kapoor S. et al (2024). Covid 19 and Online Education: Leveraging Service-Dominant Logic Perspective. *International Journal of Business Excellence*. 10 (2) 1-10. ABDC C category and UGC Care List
2. Kapoor S. et al (2024) Examining Household Composition, Parental Style, and Consumer Socialization Practices Towards Children's Media Consumption. *Sage Open Journal* 1-11 **Scopus**
3. Kapoor and Sivadas, (2023) Apna Store and E-commerce: Meeting Consumer Needs During COVID-19 *Asian Journal of Management Cases*. DOI: 10.1177/09728201231204115 ISSN: **0972-8201**; Online ISSN: 0973-0621.
4. Kapoor S. (2020). Mediation and Consumer Protection. *International Journal on Consumer Law and Practice*. 7. 74-84. **UGC Care List and Scopus** ISSN 2347-2731
5. Kapoor S. (2020). Making Workplaces Safer for Women. *The Journal of Indian Management & Strategy*. 25. 42-47. **UGC Care List** both Print-ISSN: **0973-9335** and online-ISSN- 0973-9343
6. Kapoor S. (2021) Antecedents of Positioning Medical Tourism in India. *Indian Journal of Medical Specialties*. 12. 51-52. (**UGC Care List**) Online ISSN: **0976-2892**
7. Kapoor S. and J. Wangdus (2022). Impact of overtourism on sustainable development and local community wellbeing in the Himalayan region. *International Journal of Leisure and Tourism Marketing*. 7(3). 199-214. (UGC Care) **ISSN online 1757-5575 ISSN print 1757-5567**

8. Kapoor, S. et al (2023) "Refereed Research - Impact of COVID-19 on Subsistence Consumer-Merchants: A Study of Tourism in the Himalayan Region," *Subsistence Marketplaces*: Vol. 1: No. 1, Article 5. **(US New Journal)**
9. Kapoor S and Trivedi V. (2023) Unethical Marketing and Advertising to Children: Need For Regulation *International Journal on Consumer Law and Practice*. 11. 223-237. **UGC Care List and Scopus** ISSN 2347-2731
10. Kapoor S. (2018) Consumer Rights and Measures for Protection in South Asian Countries **Akademios International Journal**, (ISSN 2231-0584) **UGC Care List**
11. Bhakuni and Kapoor (2019) The Marvel of Taj: A Competitive Advantage In Brand Positioning in Tourism **Business Analyst**. ISSN 0973 - 211X, **UGC Care List**
12. Kapoor S., (2007) Influence of Children in Family Purchase Decisions, *Business Horizon* now called *Journal of Business Thought* **UGC Care List and ABDC** ISSN 2231-1734
13. Kapoor S. (2004) Adding Value by Integrated Marketing Communication *Business Analyst* ISSN 0973 - 211X **UGC Care List**
14. Verma D P S and Kapoor S., (2003) Dimensions of Buying Roles in Family Decision-Making”, *Management Review*. **UGC Care List and Web of Science** ISSN 0970-3896
15. Verma D P S and Kapoor S.(2003) Dynamics of Family Decision-Making: Purchase of Consumer Durables, *Paradigm*, July – December, 2003. **UGC Care List** ISSN: **0971-8907**; Online ISSN: 2394-6083

**Newspaper Articles:**

Regular column in Hindustan and Lokmat Hindi since 2005 till 2021

**Papers presented in Seminars/conferences:**

| S. No. | Title of Lecture/Paper     | Invited Lecutre/Resource Person/Paper presented | Nature of Programme*  | Details                     | Level**       | Date of presentation | Duration (in minutes) | Sponsoring Agency   |
|--------|----------------------------|---|---|-----------------------------|---------------|----------------------|-----------------------|---|
| 1.     | Digital Marketing in India | Paper Presented                                 | 6 <sup>th</sup> Annual International Commerce Conference on “Digital Outreach and Future of | Department of Commerce, DSE | International | 12-1-2018            | 20 minutes            | Department of Commerce, University of Delhi and Academy of Indian Marketing |

|   |  |                                 |  |                                  |                                |           |             |   |
|---|--|---------------------------------|--|----------------------------------|--------------------------------|-----------|-------------|---|
|   |  |                                 | Marketing Practices                                      |                                  |                                |           |             |   |
| 2 | Scenario of NGO'S: Case Study Discussion                           | Resource Person                 | Training Programme on Women's Leadership for NGO's       | CCS                              | International                  | 18-6-2018 | 90 minutes  | Government of India and Bhutan                |
| 3 | Teaching, Learning and Evaluation                                  | Resource Person                 | DAV Centenary College, Faridabad, Haryana                | Organised by IQAC                | National                       | 25-1-2018 | 90 minutes  | NAAC, Bengaluru                               |
| 4 | Reinventing the Brand Positioning of the Indian Handloom Industry  | Paper Presented                 | Ramanujan College  | Ramanujan College, DU            | National                       | 21-9-2017 | 30 minutes  | Ramanujan College, DU                         |
| 5 | Jamia, Conference  | Paper Presentation in Seminar   | Jamia Millia Islamia                                     | Jamia Millia Islamia             | International (within country) | 19-4-2017 | 20 minutes  | UGC - HRD Centre and UMIKS Srinagar           |
| 7 | Business Ethics and Need For More Transparency and Disclosure      | Paper presented                 | International Conference at IMS, Ghaziabad               | IMS, Ghaziabad                   | International                  | 13-2-2017 | 20 minutes  | IMS Ghaziabad                                 |
| 8 | Environment and Consumer: Global quest for Sustainable Consumption | Resource Person Chaired Session | National seminar on Globalisation and sustainable Growth | DAV Centenary College, Faridabad | National                       | 18-2-2017 | 120 minutes | Department of Commerce, DAV Centenary College |



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|----|--|-----------------|---|----------------------|---------------|------------|------------|---|
|    |  |                 | of Business   |                      |               |            |            |   |
| 9  | A Study on Customer Service Quality of Banking in India              | Paper Presented | National Seminar, Bhagat Singh College, University of Delhi   | Bhagat Singh College | National      | 2-3-2017   | 20 minutes | Dept of Commerce, Bhagat Singh College and DFS, South Campus, University of Delhi |
| 10 | The New Digital age: Reshaping strategies For Business Organisations | Paper Presented | International Conference, Amity Chaired Session and Presented paper   | Amity, Manesar       | International | 23-2-2017  | 60 minutes | Amity, Manesar  |
| 11 | A Study on Misleading Advertisements:                                | Resource Person | Chaired a Session and presented a Paper at the National Seminar on Consumer Protection: New Age Challenges by NLU Delhi | NLU Delhi            | National      | 19-2-2016  | 90 minutes | NLU Delhi   |
| 13 | Consumer Protection in India   | Paper Presented | UGC National Seminar on Human Rights and Consumer   | Kirorimal College    | National      | 12-11-2017 | 30 minutes | Kirorimal College and Dept of Consumer Affairs                                    |

|    |   |                 |   |   |          |            |             |  |
|----|---|-----------------|---|---|----------|------------|-------------|--|
|    |   |                 | Protection                                    |   |          |            |             |  |
| 14 | CT of Products  | Resource Person | Seminar by Tula Club, Miranda House           | Miranda House, University of Delhi  | State    | 21-9-2016  | 120 minutes | Miranda House, University of Delhi             |
| 15 | New Measures for Consumer Protection In India   | Resource Person | Seminar on Consumer Protection                | Tis Hazari Courts, Delhi  | National | 25-2-2015  | 90 minutes  | Mediation Centre, Tis Hazari Courts, New Delhi |
| 16 | CPDHE Refresher Course  | Resource Person | Evaluator of Research Projects at CPDHE Delhi | CPDHE   | National | 4-7-2014   | 120 minutes | University of Delhi                            |
| 17 | Crisis Looms over Handloom Weavers: Need for more Managerial and Marketing Intervention                       | Paper Presented | National seminar                              | National Seminar, Satyawati College   | National | 21-11-2014 | 20 minutes  | Satyawati College, university of Delhi         |
| 22 | Study and Analysis of the Status of Misleading Advertisements in India and Limitations of the Law Enforcement | Paper Presented | DOC, DSE                                      | Annual Commerce Convention, Department of Commerce, Delhi School of Economics | National | 13-4-2014  | 20 minutes  | Department of Commerce, DSE                    |
| 23 | Globalisation, Market and Rural   | Chaired Session | CCS   | CCS   | National | 1-11-2012  | 90 minutes  | GOI  |

|    |                       |                        |                      |   |                   |              |                   |                         |
|----|-----------------------|------------------------|----------------------|---|-------------------|--------------|-------------------|-------------------------|
|    | Consumers:<br>Chaired |                        |                      |   |                   |              |                   |                         |
| 24 | Sports<br>Advertising | Paper<br>Presente<br>d | Academic<br>Congress | Internati<br>onal<br>Conferen<br>ce by DU | Internati<br>onal | 7-9-<br>2012 | 20<br>minut<br>es | Delhi<br>Universit<br>y |

**National Workshops and Seminars Organised:**

**Mentioned in Above Table**

**Talks/Lectures:**

**Mentioned in above table**

**Participation as Resource Person:**

**Mentioned in above table**

**OTHER DETAILS**

| <b>Preparation of Teaching Material:</b> |  |                        |                      |                                    |                                    |  |                        |
|--|--|------------------------|----------------------|------------------------------------|------------------------------------|--|------------------------|
| S.No                                     | Details of E-contents/ MOOCs in 4-quadrants                          | Quadrants developed    | No. of Modules       | Course                             | Sponsoring agency                  | Year   | Level (UG/PG/Other)    |
| 1  | Development of Complete MOOCs in 4 Quadrants                         | 4                      | 5                    | International Business             | UGC NMEICT-MHRD e-PG Pathshala     | 2015   | PG                     |
| 2  | Editor of e-content  | NA                     | 2                    | BA (ASPSM)                         | ILLL                               | 2012   | UG                     |
| 3  | Design of New Curricula and Courses                                  | NA                     | 2                    | B Com B Com Hons Consumer Affairs  | UGC                                | 2007   | UG                     |
| <b>Research Projects:</b>                |  |                        |                      |                                    |                                    |  |                        |
| S.No.                                    | Title  | Status of PI*          | Duration (in months) | Period (From-to) Dates to be given | Total Grant/Funding received (Rs.) | Name of Sponsoring/ Funding Agency                 | Outcome of the Project |
| 1  | Consumer Evaluation of Financial Services in India                   | Principal Investigator | 18 months            | July 2015-Nov 2016                 | 4,00,000                           | Delhi University Innovation Projects(UGC Approved) | Completed              |
| 2  | Reinventing the Brand Positioning of Indian Tourism in Global Market | Principal Investigator | 18 months            | 2013-15                            | 3,00,000                           | Delhi University (UGC Approved)                    | Completed              |

|   |   |                             |           |      |        |                                  |           |
|---|---|-----------------------------|-----------|------|--------|----------------------------------|-----------|
| 3 | Family Influence on Purchase Decisions: A Study With Reference to Consumer Durables | Sole Principal Investigator | 12 months | 2002 | 25,000 | UGC Govt No 6-7/ 2002 HRP UGC 10 | Completed |
|---|---|-----------------------------|-----------|------|--------|----------------------------------|-----------|

**Membership in Professional Bodies:**

Member of Indian Commerce Association, ISO COPOLCO-National Mirror Committee, Consumer Voice, and Competition Commission of India

**Orientation and Refresher Courses:**

| S.No. | Details                       | Place | Period     |           | Year | Sponsoring/Organising Agency   |
|-------|-------------------------------|-------|------------|-----------|------|--|
|       |                               |       | From       | To        |      |  |
| 1.    | Refresher Course              | Delhi | 28-2-2005  | 21-3-2005 | 2005 | UGC Sponsored Course at CPDHE, DU (28 february-21 March 2005)                |
| 2     | Refresher Course              | Delhi | 13-05-2004 | 2-6-2004  | 2004 | UGC Sponsored Course at Academic Staff College, Jamia (13 may-2nd june 2004) |
| 3     | Refresher Course              | Delhi | 3-3-2004   | 31-3-2004 | 2004 | UGC Sponsored Course at CPDHE, DU (3 March-31st March 2004)                  |
| 4.    | Orientation Course            | Delhi | 14-3-2002  | 10-4-2002 | 2002 | UGC Sponsored Course at CPDHE, DU (14 March-10 April, 2002)                  |
| 5.    | Faculty Development Programme | Delhi | 13-6-2013  | 15-6-2013 | 2013 | UGC-ASC workshop on Foundation Course (June 13-June 15, 2013)                |

|    |   |       |            |           |      |   |
|----|---|-------|------------|-----------|------|---|
| 6  | Faculty Development Programme                                     | Delhi | 8-8-2005   | 12-6-2005 | 2005 | Centre for Consumer Studies, IIPA (8Aug-12 Aug, 2005)                           |
| 7  | Methodology Workshop  | Delhi | 5-4-2013   | 5-4-2013  | 2013 | “Transformational Leadership”-SRCC, DU  |
| 8  | Methodology Workshop  | Delhi | 2-4-2013   | 3-4-2013  | 2013 | Unfair Commercial Practices and Misleading Advertisements-ASCI (2-3 April 2013) |
| 9  | UGC Curricula Development Meeting                                 | Delhi | 2-2-2017   | 2-2-2017  | 2017 | UGC   |
| 10 | E-Marketing and Emerging Issues in Marketing                      | Delhi | 22-9-2017  | 22-9-2017 | 2017 | Guru Gobind Singh College of Commerce   |
| 11 | Publishing Research   | Delhi | 5-6-2018   | 5-6-2018  | 2018 | CPDHE   |
| 12 | FDP   | Delhi | 15-1-2015  | 16-1-2015 | 2015 | CPDHE   |
| 13 | UGC Workshop on Research and Data Analysis                        | Delhi | 29-7-2011  | 30-7-2011 | 2011 | UGC-KNC   |
| 14 | ILLL Workshop Tier II, University of Delhi                        | Delhi | 22-3-2010  | 29-3-2010 | 2010 | ILLL-DU   |
| 15 | Unfair Commercial Practices and Misleading Advertisements         | Delhi | 2-4-2013   | 3-4-2013  | 2013 | ASCI  |
| 16 | Design of New Curricula and Courses under CBCS                    | Delhi | 2-2-2017   | 2-2-2017  | 2017 | UGC   |
| 17 | Design of New Curricula and Courses (Department of Commerce, DSE) | Delhi | 21-12-2018 | 31-3-2018 | 2018 | Department of Commerce, DSE   |

**Field Work:**

Actively engaged in data collection from respondents for my PhD , M.Phil and various research projects. In DU Innovation project survey data was collected from Agra and Varanasi. Moreover taken Commerce students for factory visit to Mother Dairy, Parle G, Coca Cola and Hitkari factory