

## Faculty Details on College Web-site

Title	DR.	First Name	NEERU	LastName	KAPOOR	Photograph	
Designation		PROFESSOR					
Department		COMMERCE					
Address (Residence)		A-3, 7 <sup>th</sup> Floor, Girdhar Apartments, 28, Ferozshah Road, New Delhi 110001					
PhoneNo (Residence) optional		NA					
Mobile		9818628832					
Fax		NA					
Email		drneerukapoor@yahoo.co.in					
Web-Page		NA					
<b>Education</b>							
Subject		Institution		Year			Details
M.Com.		Delhi School of Economics, Delhi University		1988		Ist Division	
M.Phil.		Delhi School of Economics, Delhi University		1991		Ist Division	
Ph.D.		Delhi School of Economics, Delhi University		2002		Awarded Ph.D.	
UGC/CSIR NET		Delhi University		1988		Cleared JRF	
<b>Organisation/ Institution</b>							
Delhi College of Arts & Commerce		Designation		Duration	Role		
		Permanent position as Assistant Professor		In 1995	Working in DCAC since than.		
<b>ResearchInterests/Specialization</b>							
Specialization in Marketing and Advertising							
<b>TeachingExperience(Subjects/CoursesTaught)</b>							
Have been teaching Marketing and Advertising to students at post-graduate and under graduate levels for more than 33 years.							
<b>Honors&amp;Awards</b>							
Awarded Merit Scholarship in M.Com P from Delhi University in 1987. Awarded A.B.Ghosh Award in M.Com at the University Convocation in 1988. Awarded JRF by UGC/CSIR in the NET Exam in 1988. Awarded Stree Udayami Award for Outstanding Contribution in the Field of Higher Education by Believe India Foundation in 2016							
<b>Publications</b>							
<b><u>Articles Published</u></b>							
1. Got an article published in The International Journal of Indian Psychology titled, "Neglectful Parenting and Achievement Motivation: A Study of Narratives of Achievement among Professionally Successful People in Delhi NCR", in April-June 2021.							
2. Got an article published in PRESTIGE International Journal of Management & Information on Technology-Sanchayan titled, "Effect of Performance Expectancy, Effort Expectancy and Price Value on Consumer's Behavioural Intention towards Mobile App-based Shopping", in Dec. 2020.							

3. Got an article published in PRAGATI Journal of Indian Economy titled, “The Role of Green Marketing Initiatives in Achieving Sustainable Development in Indian Economy”, in July-Dec 2020.
4. Got an article published in MANTHAN Journal of Commerce & Management titled, “Effect of Privacy, Trust, and Risk Concerns on Mobile App-based Shopping: An Empirical Study in the Context of India”, in July-Dec 2020
5. Got an article published in NICE Journal of Management titled, “Effect of Perceived Usefulness and Perceived Ease of Use on Mobile App-based Shopping: An Empirical Study among the specific Demographics”, in Jan-Dec2019.
6. Got an article published in International Journal of Arts & Sciences, USA titled, “Children’s Understanding of Advertising and Developing Consumer Socialisation”, in Nov 2011.
7. Got an article published in Vision-The Journal of Business Perspective titled, “Children’s Understanding of TV Advertisements: Influence of Age, Sex, and Parents”, Jan-March 2005.
8. Got an article published in the Global Business Review titled, “Influence of TV ads on Children’s Buying Response: Role of Parent–Child Interaction”, in Jan-June 2004.
9. Got an article published in The Review of Commerce Studies titled, “T.V. Advertising: Influence of Endorsing Celebrities and Premium Offers on Children’s Purchase Request”, in Jan-June 2002.
10. Got an article published in the Indian Journal of Commerce titled, “Mediaization of Modern Culture”, in Oct-Dec 1999.

#### **Books Published**

1. Fundamentals of Digital Marketing IIrd Ed, Published by Cengage India Ltd., in 2021
2. Advertising & Personal Selling IIIrd Ed., Published by Cengage India Ltd., in 2021.
3. Fundamentals of Human Resource Management IIIrd Ed., Published by Cengage India Ltd., in 2021.
4. Fundamentals of Digital Marketing Ist Ed, Published by Pinnacle Learning, in 2020.
5. Fundamentals of Human Resource Management IIrd Ed., Pinnacle Learning, in 2019.
6. Fundamentals of E-Marketing, Published by Pinnacle Learning, in 2018.
7. Personal Selling and Salesmanship, Published by Pinnacle Learning, in 2018.
8. Fundamental of Advertising, Published by Pinnacle Learning in 2017.
9. Advertising and Brand Management, Published by Pinnacle Learning in 2016.
10. Human Resource Management, Published by Taxmann Publications (P.) Ltd, in 2014.
11. Principles of Marketing, Published by PHI Learning Private Limited, in 2014.
12. Advertising and Personal Selling IIrd Edition, Published by Pinnacle Learning, in 2011.
13. Advertising and Personal Selling Ist Edition, Published by Pinnacle Learning, in 2009.
14. Television Advertising and Consumer Response, Published by Mittal Publications, in 2003.
15. Edited a Book Titled, “Gandhian Alternative - Economics Where People Matter”, Published by Concept Publishing Company, 2005.

#### **Chapters Written**

1. Consumer Perception to Mobile Commerce, published in the Book titled, “Securing Transactions and Payment Systems for M-Commerce”, Published by IGI Global, USA, 2016.
2. Nyasita: Arthshastra Ka Naitik and Adhyatmik Roop, published in the Book titled, “Gandhi-Ek Adhyayn”, Published by Concept Publishing Company, 2007.

3. Trusteeship: Moral and Spiritual Approach to Economics, published in the Book Titled, "Reading Gandhi", Published by Concept Publishing Company, 2006.
4. Globalization and Advertising – A Comparative Study of Television Advertising and their Effects on Children in India, United States, Japan and China, published in the Book titled, "Globalization: Myths & Realities", Published by Concept Publishing Company, 2004.
5. Published an e-Chapter titled, "Marketing through Product Life Cycle and the Concept of Product mix", by Centre for e-Learning e-PG Pathshala Project by UGC, 2016.
6. Published an e-Chapter titled, "Product Development and Marketing Maturity Levels", by Centre for e-Learning e-PG Pathshala Project by UGC, 2016.
7. Published an e-Chapter titled, "Understanding Classification and Types of Products", by Centre for e-Learning, e-PG Pathshala Project by UGC, 2016.
8. Published an e-Chapter titled, "Advertising-Its Cultural and Social Effects", by The Institute of Life Long Learning, Delhi University.

#### Professional Societies Memberships

Executive Member, Delhi Regional Branch, Indian Institute of Public Administration, New Delhi.  
 Life Member, Indian Institute of Public Administration, New Delhi.  
 Life Member, India Habitat Center, New Delhi.  
 Examiner, Indian Institute of Chartered Accountants of India, New Delhi.  
 Examiner, Bharathidasan University, TamilNadu, India.  
 Examiner, Shobhit Institute of Engineering and Technology, Deemed-to-be-University, Meerut.

#### Projects (Major Grants/Collaborations)

1. Minor Research Project on "Influence of Television Advertising on Children's Buying Response", funded by University Grants Commission, 1999-2001.
2. MHRD Research Project on National Mission on Education Information Communication Technology, funded by Institute of Lifelong Learning, University of Delhi, 2013.
3. MHRD Research Project on National Mission on Education Information Communication Technology, funded by Institute of Lifelong Learning, University of Delhi, 2013.

#### Other Details

##### **Presentation in Seminars and Conferences:**

1. Made a Virtual Presentation of a paper titled, "Effect of Privacy, Trust, and Risk Concerns on Mobile App Based Shopping: An Empirical Study, in 23<sup>rd</sup> Academy of Marketing Science, organized by The University of Queensland, Brisbane, Australia, in June 2021.
2. Presented a Paper titled, "Effect of Performance Expectancy, Effort Expectancy Towards Mobile App Based Shopping" in an International Conference organized by Shaheed Bhagat Singh College, University of Delhi, in March 2021.
3. Key Note Speaker in an HRM Session in 12<sup>th</sup> International Conference organized by Prestige Institute of Management, Gwalior, in Dec 2020.

4. Chaired a Session on Advances in Marketing Management in an International Conference organized by Jagan Institute of Management Studies, IP University, in April 2019.
  5. Presented a Paper titled, "Specific Demographic Factors Affecting the Mobile Application Based Shopping", in 4<sup>th</sup> National Conference organized by Sri Guru Gobind Singh College of Commerce, University of Delhi, in Feb 2018.
  6. Presented a paper titled, "Mobile Application Based Shopping in India: Factors and Variables Guiding its Growth", in the 6<sup>th</sup> International Commerce Conference organized by Department of Commerce, Delhi School of Economics, University of Delhi, in Jan 2018.
  7. Presented a Paper titled, "Consumer Perception to Mobile Commerce", in 2016 Barcelona Conference, organized by West East Institute, Barcelona, Spain, in March 2016.
  8. Presented a Paper titled, "Green Marketing: Strategies for a Sustainable World", at the 12<sup>th</sup> Global Conference, organized by Oxford University, united Kingdom, funded by Indian Council of Social Sciences and Research, in July 2013.
  9. Presented a Paper titled, "Implementing Green Marketing Initiatives for Sustainable Development", at the European Conference for Academic Disciplines, organized in Gottenheim, Germany, funded by University of Delhi, in April 2012.
  10. Presented a Paper titled, "Children's Understanding of Advertising and Developing Consumer Socialisation", at The International Conference for Academic Disciplines, held at the Campus of Harvard University, Cambridge, Massachusetts, USA, funded by University Grants Commission, in 2011.
  11. Presented a Paper titled, "Women in Advertisements: An Indian Perspective", in an Indian Conference organized by Delhi College of Arts & Commerce, University of Delhi, in 2007.
  12. Presented a Paper titled, "Influence of Television Advertising on Children", at the 53<sup>rd</sup> All India Commerce Conference, organized by Dr. Baba Sahib Ambedkar Marathwada University Aurangabad, Maharastra, in Oct. 1999.
  13. Presented a Paper titled, "Mediaization of Modern Culture", at an International Conference organized by Delhi College of Arts & Commerce. University of Delhi, in March 1999.
  14. Presented a Paper titled, "Marketing Warfare", at the National Conference organized by Delhi School of Economics, University of Delhi, in Dec 1989.
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