




Faculty Details Proforma

Title	Dr.	First Name	NEERU	Last Name	KAPOOR	Photograph
Designation		PROFESSOR				
Address		7A3, Girdhar Apts, 28, Ferozshah Road, New Delhi 110001				
Phone No Office		NA				
Residence		NA				
Mobile		9818628832				
Email		nkapoor@dcac.du.ac.in				
Web-Page		NA				
Educational Qualifications						
Degree		Institution			Year	
B.Com (H)		Janaki Devi Memorial College, Delhi University			1983-86	
M.Com		Delhi School of Economics, Delhi University			1986-88	
M.Phil		Delhi School of Economics, Delhi University			1988-1991	
Ph.D.		Delhi School of Economics, Delhi University			2002	
Career Profile						
I have been teaching at the Under-Graduate level for the last 34 years. I also taught M.Com (P) and M.Com. (F) students for 10 years. Guest faculty at the Indian Institute of Mass Communication						
Administrative Assignments						
Nodal Officer of the College for Admission for the year 2023-24 and 2024-2025						
Teacher Representative on the Governing Body of the College from February 2023 to January 2024						
Head of the Commerce Department for two years from December 2020 to December 2022 and handled all the activities of the departments, such as, admissions, workload, time-table, commerce society etc						
Worked as Convenor for the Job-Placement Cell of the College for 8 years, also the Purchase Committee, Alumani Committee, Cultural Committee, Garden Committee and Proctoral Committee of the College						
Areas of Interest / Specialization						
Marketing & Advertising						
Subjects Taught						
Undergraduate Level						
Delhi College of Arts & Commerce, University of Delhi						
B.Com (H) Sem III		Principles of Marketing				
BA (P) ASPM Sem I		Marketing Management				
BA (P) ASPM Sem II		Marketing Communication				
BA (P) ASPM Sem III		Advertising				
BA(P) ASPM Sem IV		Personal Selling & Salesmanship				
BA (P) ASPM Sem V		Sales Promotion & Public Relations				
BA (P) ASPM Sem VI		Digital Marketing				

Post-Graduate Level:

Department of Commerce, University of Delhi, South Campus

Marketing Communication, Paper Code 363 M.Com (F) 2001-2004

Organisational Behaviour, Paper Code 411 M.Com (P) 2003-2004

Marketing Management, Paper Code 418 M.Com (P) 2004-2010

Indian Institute of Mass Communication

Consumer Buying Behaviour Diploma in Advertising and Public Relations
2016-17

Time table of the subjects taught during the current semester

S.No.	Subject	Days	Time	Classroom
I. B.Com (H)	Principles of Marketing Section A & B	Monday, Wednesday & Friday	10.30- 1130 am 11.45-12.45 pm	Room No. 51 & %2
2. BA(P) ASPM	Fundamentals of Advertising	Monday, Thursday & Friday	10.30- 11.30am	Room No. 69
3. BA(P) ASPM	Marketing Management	Tuesday	9.30-10.30 am	Room No 69

Research Guidance

Research Guide to Mr. Chandan Kumar Singh, Department of Commerce, Delhi School of Economics, University of Delhi, on the topic of “A study of specific factors affecting the behavioural intentions of consumers to use mobile-applications for retail shopping”, who was awarded Ph.D. degree in August 2022

Research Guide to Mr. Gaurav Aggarwal, Madurai Kamraj University, Madurai, on the topic of “Mr. Gaurav Aggarwal, Madurai Kamraj University, Madurai” who was awarded M.Phil. in 2004

Publications Profile

Books written with ISBN/ISSN members along with the details of Publishers

- I. **“Television Advertising and Consumer Response”**, published by Mittal Publications, New Delhi in 2003. (ISBN:81-7079-901-4)
- II. **“Advertising and Personal Selling”**, Edition-I, published by PINNACLE-LEARNING, New Delhi in 2009. (ISBN:978-81-9044-544-3)

- III. ***“Advertising and Personal Selling”***, Edition-II, published by PINNACLE LEARNING, New Delhi in 2011. (ISBN:978-81-922284-0-2)
- IV. ***“Principles of Marketing”*** published by PHI Learning Private Limited, Delhi in 2014. (ISBN:978-81-203-4889-9)
- V. ***“Human Resource Management”*** published by Taxmann Publications (P.) Ltd., New Delhi in 2014. (ISBN:978-93-5071-383-9)
- VI. ***“Advertising and Brand Management”*** published by PINNACLE LEARNING, New Delhi in 2016. (ISBN:978-93-83848-15-7)
- VII. ***“Fundamental of Advertising”*** published by PINNACLE LEARNING, New Delhi in 2017. (ISBN:938-38-4841-3)
- VIII. ***“Personal Selling and Salesmanship”*** published by PINNACLE LEARNING, New Delhi in 2018. (ISBN: 938-38-4842-1)
- IX. ***“Fundamentals of E-Marketing”*** published by PINNACLE LEARNING, New Delhi in 2018. (ISBN: 978-93-83848-44-7)
- X. ***“Fundamentals of Digital Marketing”*** published by PINNACLE LEARNING, New Delhi in 2020. (ISBN: 938384866-9)
- XI. ***“Principles of Marketing”*** IInd Edition, published by PHI Learning Private Limited, New Delhi in 2021. (ISBN: 978-93918-18-128)
- XII. ***“Concept Building Approach to Advertising and Personal Selling”*** IIIrd Edition, published by CENGAGE Learning India Pvt. Ltd., New Delhi 2021. (ISBN: 93-55730-30-6)
- XIII. ***“Concept Building Approach to Digital Marketing”*** IInd Edition, published by CENGAGE Learning India Pvt. Ltd., New Delhi 2021. (ISBN: 93-55730-30-6)
- XIV. ***“Concept Building Approach to Human Resource Management”*** IIIrd Edition, published by CENGAGE Learning India Pvt. Ltd., New Delhi 2021. (ISBN: 93-55730-95-0)

Books Edited

- I. Edited "*Gandhian Alternative - Economics Where People Matter*", published by Concept Publishing Company, New Delhi in 2005. (ISBN:81-8069-126-8)

List of Publications in Peer Reviewed International Journals

- I. Published an Article on "*Children's Understanding of Advertising and Developing Consumer Socialisation*" in International Journal of Arts & Sciences, USA, Vol. 4(12), October, 2011. (ISSN:1944-6934)

List of Publications in Peer Reviewed National Journals

- I. Published Paper on "*Mediaization of Modern Culture*" in Indian Journal of Commerce, Vol. 52, No. 4, 148-153, October –December, 1999. (ISSN:0019-512X)
- II. Published Article on "*Effects of Endorsing Celebrities and Premium Offers Shown in TV ads on Children's Purchase Requests*" in The Review of Commerce Studies, Journal of Delhi School of Economics, Vol.20-22, No.1, 19-40, Jan-June, 2002. {ISSN:7517-993(ZDB)}
- III. Published Article on "*Influence of TV ads on Children's Buying Response: Role of Parent-Child Interaction*" in Global Business Review, International Management Institute, Vol.5, No.4, 51-71, January-June, 2004. (ISSN:0972-1509)
- IV. Published an Article on "*Children's Understanding of TV Advertisements: Influence of Age, Sex, and Parents*", in Vision-The Journal of Business Perspective, Management Development Institute, Gurgaon, Vol.9, No.1, 21-36 Jan-March, 2005. (ISSN:0972-2629)
- V. Published an Article on "*Children's Understanding of Advertising and Developing Consumer Socialisation*", in International Journal of Arts & Sciences, USA, Vol. 4(12), 74-92, No.V 2011. (ISSN: 1944-6934)
- VI. Published an Article on "*Effect of Perceived Usefulness and Perceived Ease of Use on Mobile App-based Shopping: An Empirical Study among the specific Demographics*", in Nice Journal of Management, Vol.14 (1&2), 55-71, Jan-Dec 2019. (ISSN: 0973-449X)
- VII. Published an Article on "*Effect of Privacy, Trust, and Risk Concerns on Mobile App-based Shopping: An Empirical Study in the Context of India*", in

MANTHAN: The Journal of Commerce & Management, Vol. 7(2), 1-26, July-Dec 2020. (ISSN: 2347-4440)

- VIII. Published an Article on “**The Role of Green Marketing Initiatives in Achieving Sustainable Development in Indian Economy**”, in Journal of Indian Economy, Vol. 7(2), 105-127, July-Dec 2020. (ISSN: 2347-4432)
- IX. Published an article on “**Effect of Performance Expectancy, Effort Expectancy and Price Value on Consumer's Behavioural Intention towards Mobile App-based Shopping**” in PRESTIGE International Journal of Management & Information on Technology-Sanchayan, Vol. 92), 45-63, Dec2020. (ISSN: 2277-1689)
- X. Published an Article on “**Neglectful Parenting and Achievement Motivation: A Study of Narratives of Achievement among Professionally Successful People in Delhi NCR**”, in The International Journal of Indian Psychology, Vol. 9(2), 1696-1710, April-June 2021. (ISSN: 2348-5396)

Chapters Written

- I. Published a Chapter on “*Globalization and Advertising – A Comparative Study of Television Advertising and their Effects on Children in India, United States, Japan and China*” in the book titled “Globalization: Myths & Realities”, Concept Publication, 2004. (ISBN:81-8069-128-4)
- II. Published a Chapter on “*Trusteeship: Moral and Spiritual Approach to Economics*”, in the Book titled “Reading Gandhi” Concept Publishing Company, New Delhi, in 2006. {ISBN:81-8069-356-2(HB)}
- III. Published a Chapter on “*Nyasita: Arthshastra Ka Naitik and Adhyatmik Roop*” in the book titled “*Gandhi-Ek Adhyayn*” published by Concept Publishing Company, New Delhi, in 2007. {ISBN:81-8069-391-0(PB)}
- IV. Written a Chapter titled “*Advertising- It's Cultural and Social Effects*”, for Language Literature & Culture, the Institute of Life Long Learning, University of Delhi, South Campus in 2013. (ISSN:2349-154X)
- V. Written Four Chapters on “*Marketing Management*” for Indira Gandhi Open National University for their Masters in Agricultural Management, School of Agriculture in 2015. (Under Publishing)
- VI. Written three Chapters on “*Product and Its Management*”, for Masters of Business

Economics, an e-Pathshala Project for Centre for e-Learning, Khalsa College, University of Delhi in 2015. (Link: http://epgp.inflibnet.ac.in/view_f.php?category=734)

- VII. Written a Chapter on "**Consumer Perception to Mobile Commerce**", for Securing Transactions and Payment Systems for M-Commerce, A Volume in the Advances in E-Business Research, IGI Global, USA in 2016. (ISBN: 978-1-5225-0236-4)

Book Reviews Published

- I. Published a Book Review of "**Advertising Basics-A Resource Guide for Beginners**", in Vision-The Journal of Business Perspective, Management Development Institute, Gurgaon, Vol.9, No.1, Jan-March 2005. (ISSN:0972-2629)
- II. Published a Book Review of "**Effective Advertising-Understanding When, How, and Why Advertising Works**" in Vision-The Journal of Business Perspective, Management Development Institute, Gurgaon, Vol.9, No.1, Jan-March 2005. (ISSN:0972-2629)
- III. Published a Book Review of "**Research Methodology- The Essential Guide to Doing Research**" in Vision-The Journal of Business Perspective, Management Development Institute, Gurgaon, Vol.9, No.3, July-Sep 2005. (ISSN:0972-2629)

Bibliography Written

- I. Published a Bibliography on the "**Influence of Television Advertising on Children and their Buying Response**", in NICE Journal of Business, Shobhit University Publication, Vol.5, No.1, January-June, 2010. (ISSN:0973-449X)

Publications in the Last one year

Published an article on the "**Women Empowerment & Its Changing Dimensions**", in an Edited Book titled Hundred Voices, by Janaki Devi Memorial College, University of Delhi, in 2023

Conference Organization/ Presentations (in the last three years)

- One of the Panel Speaker in the **Pedagogy Workshop**, organized by the Department of Commerce, Janaki Devi Memorial College on 9th August, 2024

- Participated in a Panel Discussion on “Women Empowerment: A Challenging Road Ahead”, organized by Janaki Devi Memorial College, in October 2023.
- Acceptance of Paper titled, "**Effect of Privacy, Trust, and Risk Concerns on Mobile App Based Shopping: An Empirical Study in the Context of India**", at the 23rd Academy of Marketing Science, World Marketing Congress being held at The University of Queensland, Brisbane, Australia, from July 14-17 2020.
- Participated in webinar on topic “**Advertising Industry: Past, Present and Future**” organised by ARSD College, University of Delhi, held on May 9th, 2020.
- Participated in an Online Workshop on “**Design, Develop and Deliver Online Courses with Moodle Learning Management System**” organised by UGC-HRDC JNU, New Delhi on April 30th, 2020 and May 1st 2020.
- Participated in a Faculty Development Program: National Webinar-05 entitled, "**ICT Enabled Higher Education in India: Challenges and Opportunities**", organised by Guru Angad Dev Teaching Learning Centre SGTB Khalasa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) of MHRD held on April 17th, 2020. (Equivalent to Regular National Seminar)

Research Projects (Major Grants/Research Collaboration)

- I. Undertaken a Minor Research Project on "***Influence of Television Advertising on Children's Buying Response***", funded by University Grants Commission in 2001.
- I. Undertaken a MHRD Research Project on National Mission on Education Information Communication Technology and reviewed an E-Lesson titled, "***Evaluating Advertising Effectiveness***", funded by the Institute of Lifelong Learning, University of Delhi, in 2013.
- II. Undertaken a MHRD Research Project on National Mission on Education Information Communication Technology and reviewed an E-Lesson titled, "***Evaluation of Sales Promotion***", funded by the Institute of Lifelong Learning, University of Delhi, in 2013.
- III. Undertaken an e-Pathshala Project and worked on three modules of Business Economics titled, "***Understanding Classifications and Types of Products, Product Development and Marketing Maturity Levels, and Marketing through Product Life Cycle and the Concept of Product Mix***", funded by Centre for e-Learning, Khalsa College, University of Delhi in 2015.

Awards and Distinctions

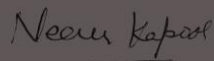
- Throughout a first division holder, I did my M.Com, M.Phil., and Ph.D. degrees from Delhi School of Economics, University of Delhi. I was the second topper in M.Com. at the University level and Won Merit Scholarship for outstanding performance.
- Received the prestigious Prof.A.B.Ghosh award by the honourable Vice-President of India, Dr.Shanker Dayal Sharma for being the Delhi University Topper in all Economics papers during M.Com. at the Annual Convocation.
- I was awarded Junior Research Fellowship of the University of Delhi in 1988.
- I have been awarded 'Stree Udyami Award 2016' for outstanding contribution in the field of Higher Education from Believe India Foundation on 12th March 2016.
- Felicitated with DSC Adverlations 2023 for being an academican in the field of Mass Communication by Delhi School of Communications on 3rd March 2023.
- I also got selected as an Associate Professor through a properly constituted committee at the Indian Institute of Public Administration New Delhi in 2005.
- I got elected as the Member Executive Committee, Delhi Regional Branch, Indian Institute of Public Administration, New Delhi in 2014 and again in 2018 with highest number of votes.

Association With Professional Bodies

- Life Member, Indian Institute of Public Administration, New Delhi
- Life Member, India Habitat Center
- Examiner, Indian Institute of Chartered Accountants of India, New Delhi
- Examiner, Bharathidasan University, Tamil Nadu, India
- Examiner, Shobhit Institute of Engineering and Technology, Deemed-to-be-University, Meerut

Other Activities

- I established the Job Placement Cell of my College and remained its Convener for eight years (2006-2014). I ensured placements for the IIIrd years and internships for the Ist and IInd year students in various National and Multi-National organisations.
- I have been the Course-Coordinator for BA (P) Advertising, Sales Promotion and Management since 1995 in my college and have contributed significantly towards building the program at the University level also.
- An active member of the Departmental Research Committee, Department of Commerce, Delhi School of Economics, University of Delhi for the restructuring of Courses for M.Com, MIB, B.Com. (H), B.Com (P), BA(P) ASPM for NEP
- I have taught M.Com classes at the Department of Commerce, Delhi School of Economics and South Campus for 10 years. While teaching M.Com students, my most significant achievement has been the excellent feedback and appraisal reports, which I have received from all my students.
- Teaching is my passion and I love to relate my subjects with the real life situations and motivate my students to excel in all aspects of life. I always motivate them to go for Internships and gain practical experience during their vacations. Besides encouraging them to excel in academics, I have always inspired them to develop their skills and participate in cultural activities.
- My students have been organizing an Inter-College fest titled 'Parivartan' for the last 20 years and have been publishing their Annual Magazine AD-VERVE for the last 14 years.
- I strongly believe that a teacher's job is not to simply impart the subject related information to the students, but to groom them in developing their overall personality and become responsible and contributing members of the society.



Signature of Faculty Member