




Faculty Details: Dr. VIKAS KUMAR

Title	Dr.	First Name	VIKAS	Last Name	KUMAR	Photograph
Designation	ASSISTANT PROFESSOR, (DEPARTMENT of COMMERCE) DELHI COLLEGE OF ARTS AND COMMERCE, University of Delhi.					
Address	A-5, Tower II, New Moti Bagh, NEW DELHI-110021					
Phone No	Office	9899956960				
	Residence	-				
	Mobile	9899956960				
Email	Vikaskumar190976@gmail.com ; vikas.kumar@dcac.du.ac.in					
Web-Page	-					
Educational Qualifications						
Degree	Institution				Year	
B.Sc. (Hons.) (Chemistry)	Hindu College, University of Delhi				2000	
PGDM (= MBA), Marketing	Welingkar Institute of Management Development and Research, Mumbai				2008-10	
NET (MANAGEMENT)	UGC				2013	
Ph.D. (MARKETING) (Customer Relationship Management)	B.R.A. Bihar University, Muzaffarpur				2017	
Graduate Certificate of Specialization in Brand and Customer Management	J M Robinson college of Business, Georgia State University, Atlanta, Georgia, USA.				2010	
Career Profile						
1.ASSISTANT MANAGER (MARKETING AND SALES (TATA HOUSING) (2010-11)						

2. ASSISTANT PROFESSOR, AD-HOC, DEPARTMENT OF COMMERCE, SHYAM LAL COLLEGE(EVENING), UNIVERSITY OF DELHI (SINCE 05.08.2015-17.11.2022)

3. ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE, Delhi College of Arts and Commerce, DU, (18.11-2022- PRESENT)

Administrative Assignments

1.INVIGILATION

2.EVALUATION

3. Part of different College Committees

Areas of Interest / Specialization

Marketing,
Management Principles,
Entrepreneurship,
CUSTOMER RELATIONSHIP MANAGEMENT,
SALESMANSHIP,
BRAND EQUITY

Subjects Taught

Marketing,
Digital Marketing,
Management Principles and Applications,
Salesmanship,
Business Organization and Management,
Entrepreneurship,
Human Resource Management

Time table of the subjects taught during the current semester

S.No.	Subject	Days	Time	Classroom
1.	Management Principles & Application (DSC)	TUE, WED, THU, FRI	9.30-11.30 AM	56 & 59
2.	Digital Marketing (SEC)	Saturday	8.30AM-12.45 PM	56
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Research Guidance

NA

Publications Profile

1. Paper titled '**CRM Challenges and difficulties in applying CRM in Services Companies**', published in the August, 2015 (Vol 6, Issue 8) issue of the journal International Research Journal of Management Sociology and Humanities (ISSN: 2348- 9359, UGC serial no. 48312).
2. Paper titled '**Social Media Marketing Trends**', published in the March, 2015 (Vol 6, Issue 3) issue of the journal International Research Journal of Management Sociology and Humanities (ISSN: 2348- 9359, UGC serial no. 48312).
3. Paper titled '**Strategic Marketing and Customer Orientation**', published in the Nov, 2014 (Vol 5 Issue 11) issue of the journal International Research Journal of Management Science and Technology (ISSN: 2348- 9367, UGC serial no. 47959).
4. Paper titled '**A critical Analysis of Agricultural Marketing in India**', published in the Jan-June, 2015 (Vol V, Issue III) issue of the journal Research Point (ISSN: 2321-2772).
5. Paper titled '**Performance of Regional Rural Banks (RRB) in India: An Analysis**', published in the July-September, 2014 (Vol 13, Issue 4) issue of the Indian Journal of Eco-Finance' (ISSN: 2249- 3484).
6. Paper titled '**Positioning and Strategies Used for Positioning**', published in the February, 2015 (Vol 6, Issue 2) issue of the journal International Research Journal of Management Science and Technology (ISSN: 2348- 9367, UGC serial no. 47959).
7. Paper titled '**Customer Relationship Management (CRM) in Services Companies**', published in the April, 2015 (Vol 6, Issue 4) issue of the journal International Research Journal of Management Sociology and Humanities (ISSN: 2348- 9359, UGC serial no. 48312).
8. Paper titled '**Opportunities and challenges of Rural Marketing in India**', published in the July-September, 2014 (Vol 17, Issue 5) issue of the journal Indian Journal of Eco-Finance (ISSN: 2249- 3484).
9. Conference paper titled '**Branding in India Insurance Industry – An Exploration**', published in the November, 2014 (Volume 1, Issue 1) issue of the Trends and Challenges in Indian Business Management (ISBN: 978-93-83241-60-6).
10. Paper titled '**Challenges and Problems of Green Marketing in India**', published in the March, 2015 (Vol V, Issue 1) issue of the journal Vaichariki (ISSN: 2249-8907, UGC serial no. 47299).
11. Paper titled '**Direct Marketing and its Use**', published in the July, 2014 (Vol 5, Issue 7) issue of the journal International Research Journal of Management Sociology and Humanities (ISSN: 2348- 9359, UGC serial no. 48312).

Publications in the Last one year

NA
Conference Organization/ Presentations (in the last three years)
<ol style="list-style-type: none"> 1. International Conference on Attaining Sustainability Paper-Sustainable Business Model in the light of Emerging Issues in Marketing. 2. Attended FDP, Induction, Orientation & Research Methodology Programs
Research Projects (Major Grants/Research Collaboration)
NA
Awards and Distinctions
1. GOVERNOR'S MERIT AWARD IN CLASS X (5 th Rank in State)
Association With Professional Bodies
NA
Other Activities
<ol style="list-style-type: none"> 1. READING 2. WRITING

Signature of Faculty Member