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|---------------------|---|------------|--------------|-----------|---------------|
| Title | Dr | First Name | Vipra | Last Name | Kapoor |
| Designation | Assistant Professor | | | | |
| Department | Commerce | | | | |
| College Address | Delhi College of Arts & Commerce, University of Delhi, Netaji Nagar, New Delhi – 110023 | | | | |
| Residential Address | | | | | |
| Mobile | 9717702195 | | | | |
| Email | vipra.kapoor@dcac.du.ac.in | | | | |

Education:

| Subject | Organization / institution | Year | Details |
|----------------|--|-------------|---|
| MBA | | | |
| Ph. D | Jamia Millia Islamia (A Central University) | 2013 | A study of technology and its impact on perceived service quality in banks. |
| M. Phil | | | |
| NET | Qualified | 2018 | |
| JRF | | | |
| M. Com. | | | |
| B. Com. | | | |

Career Profile:

| <i>Organization / Institution</i> | <i>Designation</i> | <i>Duration</i> | | <i>Experience</i> |
|--|---------------------|-----------------|------------------|-------------------|
| | | <i>From</i> | <i>To</i> | |
| Apeejay Institute of Technology | Lecturer | 8 Dec 1997 | 31 July 2003 | 5yrs 7months |
| Galgotias Institute of Management and Technology | Associate Professor | 1st August 2003 | 14 December 2022 | 19 yrs. |
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Research Interests / Specialization

Marketing

Honors & Awards**Publications****Paper Presented**

- Presented a paper on “Technology in Banking industry”, in the National Seminar on “Service Sector Management” at RIMT – Institute of Management and Computer Technology, Mandi held from 9-11 March 2006

| | | | | |
|-----------------------------|---|---|------------------|-------------------|
| 2. | Presented a paper on “Crisis Management and Services Marketing: An Interdisciplinary approach” in the National Conference on Contemporary Management Research held on May 14, 2010 at Apeejay School Of Management, New Delhi | | | |
| 3. | | | | |
| 4. | | | | |
| 5. | | | | |
| Book(s) Publication: | | | | |
| S. No | Title of Books – Co-Authored | Publisher | Year | ISBN |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| S. No | Chapters in Books | | | |
| 1. | An empirical evaluation of Indian bank customers perceptions of the impact of technology on service delivery in banking sector in “Emerging paradigms in Marketing” | Wisdom publications | 2012 | 978-93-81505-42-7 |
| 2. | | | | |
| 3. | | | | |
| | Paper(s) Published | Publication | Year/page | ISSN |
| 1. | Measuring Bank’s Service Quality from Customer’s Perspective: Using Fuzzy IPA Application | Amity Journal of Commerce and Financial Review. Peer Reviewed | 2020/ 17-38 | 2456-8600 |

| | | | | |
|----|--|--|------------|-----------|
| 2. | Developing Emotional Intelligence following Indian Scriptures | BVIMR Management Edge | 2012/42-47 | 0976-0431 |
| 3. | Crisis Management and Services Marketing: Learning from Express Samina Shipwreck | ABR | 2010/36-45 | 0972-2343 |
| 4. | Leadership: Some Successful Indian Experiences | Amity Business Review Peer Reviewed | 2008/80-83 | 0972-2343 |
| | | | | |

Other Details :

| Seminars / Conferences / Symposia/Workshops etc., attended | | | | |
|--|--|--|--|-------------------------|
| S.No. | Topic | Seminar/Conference (National / International) | Name of the Sponsoring Agency | Place and Date |
| 1. | Emerging Paradigms in Marketing | Seminar /National | Department of Training and Technical Education , Meera Bai Institute of Technology | 30 April ,2013 Delhi |
| 2 | National Case Development Workshop | Workshop | AIMA | 27 Nov-29 Nov , 2003 |
| Webinar | | | | |
| S. No. | Topic | | Name of the Sponsoring Agency | Place and Date |
| 1 | Advertising Industry: Past, Present and Future | Webinar | Atma Ram Sanatan Dharam College | 9 May, 2020 |
| 2. | Transform life by transforming the mindset | Webinar | PGDAV College | 2July ,2021 |
| | | | | |
| Orientation/ Refresher /Faculty Development Programme (FDP) / Workshops attended: | | | | |
| S. No. | Topic | | Name of the Sponsoring Agency | Place and Date |

| | | | | |
|----|---|------------------|--|------------------------|
| 1. | Advanced Research Methodology | Refresher course | Teaching learning Centre, Ramanujan College Under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching | 23 Feb – 9 March ,2023 |
| 2. | Faculty Induction/Orientation Programme for Faculty in Universities/Colleges/Institutes of Higher Education | FDP | Teaching learning Centre, Ramanujan College | 21 Nov- 20 Dec 2022 |
| 3. | National Workshop on Conducting Quality Research | FDP | Hierank Business School | 19Dec-20Dec . 2011 |

Member in College Committee(s)

| | |
|----|---|
| 1. | Annual Magazine committee |
| 2. | Library Books/ Journal Purchase Committee |
| 3. | Industrial Visit |

Question Paper Setter:

| | Paper | Course/ Semester | UPC | Month/year | Examiner Code (Member) | Convenor |
|--|-------|---------------------|-----|------------|------------------------------|----------|
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