

## Faculty Details

Title	Dr	First Name	Vipra	Last Name	Kapoor	Photograph
Designation		Associate Professor				
Address		House No 302, Tower 9, Lotus Panache, Sector 110, Noida – 201304				
Phone No Office						
Residence Mobile		9717702195				
Email Web-Page		<a href="mailto:vipra.kapoor@dcac.du.ac.in">vipra.kapoor@dcac.du.ac.in</a>				
Educational Qualifications						
Degree		Institution			Year	
Ph.D		Jamia Millia Islamia (A Central University)			2013	
UGC -NET		University Grants Commission			2018	
Career Profile						
<ul style="list-style-type: none"> <li>• More than 25 years of Teaching Experience.</li> </ul>						
Administrative Assignments						
<ul style="list-style-type: none"> <li>• Member of the NAAC committee</li> <li>• Member of the Garden committee</li> <li>• Member of Industrial visit and library books/journal Purchase Committee</li> <li>• Convener of the Paper setting Committee</li> <li>• Evaluation of papers.</li> </ul>						
Areas of Interest / Specialization						
<p>Marketing, International Business, Consumer behavior and Integrated Marketing Communications.</p>						
Subjects Taught						
<p>International Business , Principles of Marketing, Human Resource Management, Sustainability Marketing , Digital Marketing</p>						
Time table of the subjects taught during the current semester						

S.No.	Subject	Days	Time	Classroom
1.	Principles of Marketing	Monday, Thursday and Friday	11: 45 am 9: 30am	B.Com, Room No 64
2.	Sustainability Marketing	Monday, Tuesday, Wednesday	10: 30 am	B.A, Room No 72
3.	Sustainability Marketing	Tuesday, Wednesday, Friday	11: 45am	B.A No 63

#### Research Guidance

Guided and mentored more than 300 students in various Research projects and Dissertations at the Post-Graduate level .

#### Publications Profile

1. Published a research paper on Measuring Bank's Service Quality from Customer's Perspective: Using Fuzzy IPA Application in Amity Journal of Commerce and Financial Review in 2020, pp 17-38 (ISSN No. 2456-8600)

2. Published a research paper on Developing Emotional Intelligence following Indian Scriptures in BVIMR Management Edge vol 5, no1 2012 pp 42-47, (ISSN No. 0976-0431)

3. Published a research paper on Crisis Management and Services Marketing: Learning from Express Samina Shipwreck in ABR, vol 11, no 1 in 2010 (ISSN No 0972-2343)

4. "Strengthening Emotional Intelligence following Indian Philosophy" in Journal of Business Solutions in 2010 vol 3 (ISSN No 0974-4126)

5. Leadership: Some successful Indian Experiences in Amity Business Review in 2008 vol 8 , No 1pp 80-83 (ISSN No 0972-2343).

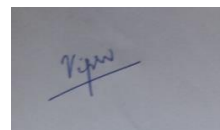
6. Published a research paper on "Technology In Banking Industry: An Indian Perspective" in Management of Service sector ISBN number 9788-18450-1216.

7. Published a research paper on "An Empirical evaluations of Indian bank customer's perceptions of the Impact of technology on service delivery in banking sector" in Emerging paradigms in Marketing. (ISBN No 978-93-81505-42-7 )

#### Papers 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, Patiala
- Presented a paper on "Crisis Management and Services Marketing: An Interdisciplinary approach " in the National Conference on Contemporary Management Research held on May 1
- Presented a paper on " Successful Social Entrepreneurship: The Case of the Jatropha Biodiesel" in 32<sup>nd</sup> Social Science Congress, The Indian Republic at the crossroads held at Jamia Millia

Publications in the Last one year
Conference Organization/ Presentations (in the last three years)
Research Projects (Major Grants/Research Collaboration)
Awards and Distinctions
Association With Professional Bodies
Life member of the Indian Society for Technical Education
Other Activities
Evaluated Ph.D. thesis and conducted viva- voce examination in the subject of Management at Mahatma Gandhi University in February 2018



Signature of Faculty Member