




Faculty Details



Title	Mr.	First name	Abhimanyu	Last name	Verma	Photograph
Designation	Assistant Professor					
Address Office	Shaheed Sukhdev College of Business Studies, Vivek Vihar , Delhi-110095					
Residence						
Phone No. Office	9953148168					
Residence Mobile	9953148168					
E-mail	vermaabhi@sscbsdu.ac.in					
Web-page	www.sscbsdu.ac.in					
Educational Qualifications						
Degree	Institution				Year	
Ph. D.						
M. Phil./M.Tech.						
PG	GGSIPU				2012	
UG	University of Delhi				2010	
Any other qualification						
Career Profile						
<p>Assistant Professor (Permanent), Shaheed Sukhdev College of Business Studies, University of Delhi ,June 02, 2014 – Present</p> <p>Assistant Professor (Ad-hoc), Dyal Singh College, University of Delhi Aug 13-May 14</p> <p>Assistant Professor (Ad-hoc), Shaheed Bhagat Singh College (M), University of Delhi January 13 – May 13</p>						

Administrative Assignments
<ol style="list-style-type: none">1. Member, Research committee 2015 - till date2. Convener, Parishram, The sports society of College 2014-163. Co-Convener, Blitz, The dance society of College 2015-164. Member, Admission committee, 2015
Areas of Interest/Specialization
<ol style="list-style-type: none">1. Marketing2. Corporate Governance



Faculty Details



3. Digital Marketing
4. Entrepreneurship

Subjects Taught

1. Business Law
2. Business Ethics and Corporate Governance
3. Retail Management
4. Integrated Marketing Communication

Research Guidance

Publications Profile

1. Asia Pacific Journal of Marketing & Management Review, “Customer Relationship Management- A viable strategy for global success” ISSN 2319-2836 Vol.2 (9), September (2013)
2. International Journal of Management Sciences and Business Research, “The Big Human Resource Strategy” ISSN (2226-8235) Vol-2, Issue 12, 2013
3. **Abhimanyu Verma** and Ritika Tanwar, International Journal of Management Sciences and Business Research, “Corporate Social Responsibility: The Next Level”, ISSN (2226-8235) Vol-3, Issue 1, 2013
4. **Abhimanyu Verma** and Ritika Tanwar, International Journal of Business and Management Invention, “Green Marketing: The Revolutionary Road” ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X www.ijbmi.org || Volume 3 || Issue 2 || February 2014 || PP.01-06
5. International Journal of Management, Sociology and Humanities, “The Changing scenario of CSR in India” ISSN (2277-9809) Year 2014 Volume -5 Issue – 3

Conference Organization/ Presentations

1. 2016’Feb., National Conference on Marketing in the 21st Century, Issues and Challenges, 2016 Feb, Shaheed Bhagat Singh College, New Delhi.
2. 2015’Nov: 68th All India Commerce Conference hosted by Vinoba Bhave University, Hazaribagh (Jharkhand) and presented paper on “E-CRM: A Strategy for Retaining Customers in the Age of E-commerce.

Research Projects (Major Grants/Research Collaboration)

Innovation Project:: E-Waste Management: A Social Responsibility towards sustainability, 2015-16

Awards and Distinctions



Faculty Details



Association with Professional Bodies

Life member of All India Commerce Association

Other Activity
