




Faculty Details



Title	Mr.	First name	Ramesh	Last name	Kumar	Photograph
Designation	Assistant Professor					
Address Office	Shaheed Sukhdev College of Business Studies, University of Delhi Vivek Vihar phase II Delhi 110095					
Residence	F1/82 first floor, Sector 11 Rohini, Delhi 110085					
Phone No. Office	01122154581					
Residence Mobile	09891300888					
E-mail	rameshbarpa78@sscbsdu.ac.in					
Web-page						
Educational Qualifications B. Com. M.Com. M.Phil.						
Degree	Institution				Year	
Ph. D.						
M. Phil./M.Tech.	HPU Shimla				2008	
PG	HPU Shimla				2003	
UG	HPU Shimla				2000	
Any other qualification	B.Ed. IGNOU				2011	
Career Profile						
<p>Assistant Professor Shaheed Sukhdev College of Business Studies, University of Delhi, 02 June 2014 to Till date.</p> <p>Assistant Professor (Ad-hoc), Hindu College ,University of Delhi 23July 2013 to 01 June 20 14</p> <p>Lecturer Commerce (School cadre) in Education Department of Himachal Pradesh 26 April 2004 to 17 July 2013.</p>						



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Administrative Assignments

1. Co-Convener , Management interaction Cell, (MIC)
2. Member examination Committee.

Areas of Interest/Specialization

1. Marketing Management
2. Entrepreneurship
3. General Management.

Subjects taught

- 1 Marketing management
- 2 Entrepreneurship Development
- 3 Fundamentals of management
- 4 Financial Accounting
- 5 Management Accounting

Research Guidance

Publications Profile

- 1 **Ramesh kumar, & Rakesh kumar “Green Marketing: Reality or Greenwashing. Asian Journal of Multidisciplinary Studies Volume1, Issue 5, December 2013 ISSN: 2321-8819**
- 2 **Rakesh kumar, & Ramesh kumar “Consumer Preferences Regarding Selection of Dealer and Mode of Payment- A Consumer Behaviour Study Towards Four Wheelers in Himachal Pradesh”. SUMEDHA Journal of Management. Vol.3 No.1 Jan- March 2014 ISSN: 2277-6753.**
- 3 **Ramesh kumar, & Rakesh kumar “ Corporate Social Responsibility – A case Study of Microsoft (india) Pvt. Ltd. Research Innovator ISSN 2348 - 7674**



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International Multidisciplinary Research Journal. Volume I Issue I: February 2014

- 4 **Ramesh kumar, & Poonam “Consumer’s Preceptions towards Global Brands”- A Case Study Of Delhi NCR. Asian Journal of Multidisciplinary Studies** ISSN: 2321-8819 (Online) Volume 2, Issue 4, April 2014 2348-7186 (Print)
- 5 **Narender Y. Rajeshirke, Namdev M. Gawas & Ramesh Kumar. A Study of Management practices in Select Micro and Small enterprise in Goa.** International conference Proceedings “Business Management, Information System and Social Science: A Need for 2020” ISSN 978-93-81549-96-6
- 6 **Chapter in edited book:**
Ramesh Kumar “Sustainable marketing: Ecological Issues” Contemporary Issues in Marketing", ISBN: 978-81-8220-775-2,(2016) Global vision publishing house, New Delhi.

Conference Organization/ Presentations

Paper Presentations in conferences/ seminars:

- 1 **Competitive Pressure and Customers satisfaction- Boon or Bane, 66** All India Commerce Conferences held at Bangalore University from 5th to 7th December 2013.
- 2 **The Dispute Settlement System Under World Trade Organization,** conference organized by Maharshi Dayanand University Rohtak, Haryana from 24th -25th, March 2014
- 3 **Entrepreneurial Culture, Regional Innovativeness And Economic Growth, 67** All India Commerce conference held at KIIT University Bhubaneswar from 27th to 29th December 2014.
- 4 **Challenges and Opportunities in Online marketing, 68** All India Commerce Conferences held at Vinoba Bhave University Hazaribagh Jharkhand from 6th to 8th November 2015.

Research Projects (Major Grants/Research Collaboration)

Delhi University Innovation Project:

- 1 Principal Investigator in Project Titled “**E-waste management: A social responsibility towards sustainability**”



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Awards and Distinctions
Association with Professional Bodies
Life member of All India Commerce Association (Life Membership Number D-238)
Other Activity