

# DR RAMESH KUMAR

*“Entrepreneurship is a life skill to practice and a lifestyle to live.”*



## SUMMARY

- Assistant Professor, Department of Management Studies, at Shaheed Sukhdev College of Business Studies, University of Delhi.
- Ph.D. in Social Entrepreneurship from the Department of Commerce, Delhi School of Economics, University of Delhi.
- He is the CEO and Director of SCBS Innovation and Incubation Foundation (SIIF), a section 8 company formed by Shaheed Sukhdev College of Business Studies.
- Entrepreneurship Development, Marketing Management, and Business research are the area of his teaching and research interest.

## CONTACT

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## WORK EXPERIENCE

CEO, Current SSCBS Innovation and Incubation Foundation w.e.f 09/03/2023 to till date.

Member Board of Director, 10/2017 – Current, SSCBS Innovation and Incubation Foundation

Assistant Professor, 02/06/2014 - Current Sukhdev College of Business Studies, University of Delhi - Delhi

Assistant Professor (Ad-hock), 23/07/2013 – 01/06/2014 Hindu College University of Delhi

Commerce Lecturer, 27/04/2004 - 17/07/2013 Department of Higher Education - Himachal Pradesh, India

## SKILLS

- **Developing Entrepreneurial Mindset**
- **Idea Generation**
- **Business Model Development**
- **Designing Business Incubators**
- **Managing Business Incubators**

## EDUCATION

Ph.D., 2023 Department of Commerce Delhi School of Economics, University of Delhi

M.Phil., 2008 Himachal Pradesh University - Shimla

M.com, 2002 Himachal Pradesh University - Shimla

B.com, 2000 Himachal Pradesh University - Shimla

## TRAINING

- 12 Days Faculty Development Program, in **Managing Incubator**, 07/2016 Entrepreneurship Development Institute of India - South Regional Office Bengaluru, India.
  - 12 Days Faculty Development Program, in **Entrepreneurship Education**, 12/2016 organised by Entrepreneurship Development Institute India – Ahmedabad
  - 12 Days Faculty Development Program, in **Entrepreneurial Mindset**, 16/9/2019- 27/09/2019 Entrepreneurship Development Institute of India – Ahmedabad
  - 7 Days Faculty Development Program in **Design Thinking and Innovation**
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## RESEARCH PUBLICATIONS

1. Kumar, R., & Kumar, R. (2019). Impact of Various Demographic Factors on Consumer Behaviour – An Empirical Study of Electronic Products in Rural Himachal Pradesh (India). *Indian Journal of Economics & Business*, 19(1), 109–127.
2. Kumar, R., Kumar, R., & Kumar, R. (2020). Theory of Planned Behaviour in Social Entrepreneurship. *International Journal in Management and Social Science*, 08(06), 119–131.  
<https://ijmr.net.in/current/2020/June,-2020/rEW3fzpfAQKtnnl.pdf>
3. Kumar, R., & Kumar, R. (2021). E-entrepreneurship in Indian Rural Market: An Overview. *Anvesak*, 51(02), 08-21.
4. Kumar, R., Verma, R., & Kumar, R. (2021). A comparative study Between Google AdWords, amazon Advertising and Other Prominent Digital Marketing Tools. *Parishodh Journal*, X(V), 31–47.  
<https://drive.google.com/file/d/1VqSOPanEJ0pXXL-V8fr-Jk3boObVaDi-/view>
5. Lal, M., & Kumar, R. (2022a). Qualitative Analysis of Factors Inspiring People to Pursue Social Entrepreneurship: An Indian Perspective. *IPE Journal of Management*, 12(02), 20–48.
6. Lal, M., & Kumar, R. (2022b). Social Entrepreneurship in Agriculture: A Solution to Global Food Crises. *Social Action*, 72(02), 185–199.
7. Lal, M., Kumar, R., Kumar, R., & Kumar, R. (2023). Social Entrepreneurship and the Capability Approach: An Empirical Study. *Academy of Marketing Studies Journal*, 27(3), 1–175.  
<https://www.abacademies.org/articles/social-entrepreneurship-and-the-capability-approach-an->

empirical-study-15718.html

8. Lal, M., Kumar, R., & Sahay, R. R. (2023). "Unleashing India's Potential": A Comprehensive Analysis of New Education Policy's Entrepreneurial Vision in Education Reform. *Social Action*, 73(3), 233–251. [https://isidelhi.org.in/wp-content/Social%20Action/SA%20JULY-SEPT%202023%20\(FOR%20WEB\).pdf](https://isidelhi.org.in/wp-content/Social%20Action/SA%20JULY-SEPT%202023%20(FOR%20WEB).pdf)

### **Book Published**

1. Jain, Riyanka, and Ramesh Kumar. *Navigation Success & Legacy in Family Business Management*. 1st ed., Delhi, Jiwan Books international Private Limited, 2024, pp. 1–214.

### **Chapter in Edited Books**

1. Kumar, Ramesh. "Entrepreneurial Mindset and Personality." *Entrepreneurship Creativity and Innovation*, by Ramesh Kumar and Chaman Lal, Delhi, Department of distance and Continuing Education under the aegis of Campus of Open Learning, University of Delhi, 2023.
2. Kumar, Ramesh. "Sustainable Marketing: Ecological Issues." *Contemporary Issues in Marketing*, by Rakesh Kumar, Delhi, Global Vision Publishing House, 2016.

### **PAPER PRESENTATIONS**

Dated:

Place:

Signature