

Ramanujan College

FACULTY PROFILE

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| FIRST NAME | Mr. Pankaj | MIDDLE NAME (if any) | | PHOTOGRAPH (ATTACH BELOW)  |
| LAST NAME | Gupta | | | |
| DEPARTMENT | Commerce | | | |
| DESIGNATION | Assistant Professor | | | |
| GENDER | Male | | | |
| DATE OF BIRTH DD/MM/YYYY (optional) | 29/12/1988 | | | |
| LANGUAGE PROFICIENCY | Hindi and English | | | |
| ADDRESS | 1 st Floor, T-9, Shree Krishna Kunj, Sant Nagar, Burari, Delhi-110084 | | | |
| MOBILE (optional) | ----- | | | |
| EMAIL | PANKAJ.GUPTA@RAMANUJAN.DU.AC.IN | | | |
| EDUCATIONAL QUALIFICATIONS: | | | | |
| DEGREE | INSTITUTION | YEAR | | |
| B.Com (H) | Kirori Mal College, University of Delhi | 2010 | | |
| M.Com | Hindu College, Sonapat Haryana, MDU, Rohtak | 2012 | | |
| UGC-NET | June-2012 | 2012 | | |
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| CAREER PROFILE: TEACHING EXPERIENCE | | | | |

Assistant Professor at Ramanujan College, University of Delhi on Permanent basis from 20 June 2023 to till date.
Assistant Professor at Ramanujan College, University of Delhi on Ad-hoc basis from 2 January 2014 to 20 June 2023.
Assistant Professor at Ramanujan College, University of Delhi on Guest basis from January 2013 to December 2013.

CAREER PROFILE: INDUSTRY EXPERIENCE

ADMINISTRATIVE ASSIGNMENTS: (List any administrative roles or responsibilities you have held)

| Sr. No. | Year | Committee | Worked as |
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| 1 | 2013- 14 | <ul style="list-style-type: none"> Admission in Commerce | Member |
| 2 | 2014-15 | <ul style="list-style-type: none"> Admission in Commerce Discipline Committee National Service Scheme | Member |
| 3 | 2015-16 | <ul style="list-style-type: none"> Admission in Commerce Discipline Committee National Service Scheme Coordinator Diploma in IFRS | Member |
| 4 | 2016-17 | <ul style="list-style-type: none"> Admission in Commerce Union Advisory Committee Purchase, Stock Disposal & Stock Verification Committee Sports Committee Dance Society of students (DNA) Coordinator Diploma in IFRS | Member |
| 5 | 2017-18 | <ul style="list-style-type: none"> Admission in Commerce Union Advisory Committee Purchase, Stock Disposal & Stock Verification Committee Sports Committee Dance Society of students (DNA) Coordinator Diploma in IFRS | Member |
| 6 | 2018-19 | <ul style="list-style-type: none"> Admission in Commerce Library Committee/IT Services/ Book Purchase Dance Society of students (DNA) Coordinator Diploma in IFRS | Member |
| 7 | 2019-20 | <ul style="list-style-type: none"> Dance Society of students (DNA) Coordinator Diploma in IFRS | Member |

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| 8 | 2020-21 | <ul style="list-style-type: none"> • Dance Society of students (DNA) • Coordinator Diploma in IFRS | Member |
| 9 | 2021-22 | <ul style="list-style-type: none"> • Student Welfare Society • Purchase, Stock Disposal and Stock Verification Committee | Member |
| 10 | 2022-23 | <ul style="list-style-type: none"> • Student Welfare Society • Purchase, Stock Disposal and Stock Verification Committee | Member |
| 11 | 2023-24 | <ul style="list-style-type: none"> • Student Welfare Society • Purchase, Stock Disposal and Stock Verification Committee | Member |
| 12 | 2024-26 | <ul style="list-style-type: none"> • Student Welfare Society • Outreach Program Committee • Purchase Committee | Member |

AREAS OF INTEREST / SPECIALIZATION: (Highlight your specific areas of interest or fields of specialization within your subject area)

Marketing, Human Resource Management, Corporate Accounting.

SUBJECTS TAUGHT: (List all the subjects you have taught)

Marketing, Human Resource Management, Corporate Accounting, Financial Accounting, Corporate Accounting, Cost Accounting

COURSE DEVELOPMENT: (Mention any courses you have developed or contributed to designing)

RESEARCH GUIDANCE: (Provide details on research supervision, indicating the number of doctoral and postgraduate students guided)

PUBLICATIONS PROFILE: RESEARCH PAPERS (List your published research papers, including the title, journal, and year)

- a. Author: An Exploratory Study of Identifying Factors Creating Purchase Intention to Buy Life Insurance Policy- An Empirical Study published in INTELLECTUAL RESONANCE, DCAC JOURNAL OF INTERDISCIPLINARY STUDIES, DEC. 2021, VOL. 4, ISSN: 2321-2594, pp. 82-95.

- b. Author: A Study of Factors Identifying Intention to Purchase Organic Products published in Global Journal of Finance and Management, ISSN 0975-6477, Volume 13, Number 1 (2021), pp. 21-32
- c. Co-Author: Understanding the factors affecting green purchase behavior of consumers with special reference to Uttar Pradesh published in Adhyayan: A Journal of Management Sciences, ISSN: 2249-1066, Volume 11, Issue 1 (2021) 1-7.
- d. Co-Author: Understanding the Impact of Social Media on Consumers Attitude and Decision Making Process published in [International Journal of Marketing and Business Communication](#), ISSN Number: 2277-484X, Volume 10, Issue 1(2021), 48-59
- e. Co-Author: Role Of Brand Hate On The Relationship Of Consumer Personality Traits And Brand Loyalty published in International Journal on Customer Relations, ISSN Number: 2320-7515, Volume 8, Issue 2, September 2020, Pages 27-34.
- f. Author: Competitive Advantages And Effective & Efficient Acquisition Through E- Recruitment: A Study published in Global Journal of Management and Business Studies ISSN No. 2248-9878, Volume 4, Number 1(2014)
- g. Author: Challenges and Issues Related to Employee Safety in India published in International Journal of Business Management and Leadership ISSN No.2231-122X, Volume 5, Number 1(2014)
- h. Author: Employer Branding: A Descriptive Study published in International Journal of Economic and Management Strategy ISSN No. 2278-3636 Volume 4, Number 1(2014), 1-10
- i. Co-Author: The Creation of New Job Title published in International Journal of Management and International Business Studies ISSN No. 2277-3177, Volume 4, Number 1(2014)
- j. Co-Author: Social Media Marketing: A Tool to Achieve Competitive Advantage published in Global Journal of Marketing Management and Research ISSN No.2250- 3242 Volume 4, Number 1(2014)
- k. Co-Author: E-commerce: A Fortune for Prosperity of Business published in Global Journal of Business Management and Information Technology ISSN No.2278-3679, Volume 4, Number 1(2014)
- l. Co-Author: Workforce Diversity: A Study of Gender Diversity in Workforce in India published in CHINTAN RESEARCH JOURNAL, ISSN 2229-7227, Year-5, Issue-17, 151-157.
- m. Co-Author: Green Marketing: Approach to go Green, published in ARYA RESEARCH JOURNAL, ISSN: 2348 – 876X, Year-1, Issue – 4 PP 142-148.

PUBLICATIONS PROFILE: BOOK CHAPTERS (List your published book chapters, including the title, publisher, ISBN and year)

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PUBLICATIONS PROFILE: OTHERS (Mention any other relevant publications details)

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CONFERENCE / WORKSHOPS/ REFRESHER/ FDP/ TRAINING ORGANIZED

Conferences-Seminars Organized

1. Participated in organizing as Secretary Two days International conference on “The Rising Era of Entrepreneurship: Discover an Entrepreneur and Skill Enhancement” organized by Entrepreneurship Cell & Department of Commerce, Ramanujan College, University of Delhi from March 24th -25th, 2022.
2. Participated in organizing 2 days International conference on “Indian economic transformation through revival of manufacturing sector and start-up ecosystem” organized by Dep. of Commerce, Ramanujan College, University of Delhi from September 21th -22th, 2017.
3. Participated in organizing 2 days International conference on Social Responsibility: The Ethical Dimensions organized by Center For Ethics and Values & Dep. of Commerce , Ramanujan College, University of Delhi held at Lotus Temple Auditorium from March 12th -13th 2016.
4. Participated in organizing 1 day National conference on Emerging Trends and Contemporary Issues in Finance & Marketing organized by Dep. of Commerce Ramanujan College University of Delhi held at Conference Center, University of Delhi on 8th April 2015.

Faculty Development Program Organized

1. Participated as a Course Coordinator in organizing an Online Two Week Refresher Course in Commerce organized by the Malaviya Mission Teacher Training Programme and Teaching Learning Centre, Ramanujan College University of Delhi, from March 26th – April 8th, 2024.
2. Participated as a convenor in organizing the Online Two Week Faculty Development program on Research Methodology and Data Analysis organized by the Department of Commerce and Teaching Learning Centre, Ramanujan College University of Delhi from December 14th – 28th, 2023.
3. Participated as a member in organizing an online two-week refresher course in commerce organized by the Department of Commerce and Teaching Learning Centre, Ramanujan College University of Delhi, from July 31st-14th August 2023.
4. Participated in organizing Online Two Week Faculty Development programme on Research Methodology: A Learning Journey from Bivariate Techniques to Multivariate Techniques organized by Department of Commerce and Teaching Learning Centre, Ramanujan College University of Delhi from December 10th – 23th 2020.
5. Participated in organizing 2 days National faculty development program on research methodology & statistical analysis with SPSS organized by Dep. of Commerce Ramanujan College University of Delhi held at Ramanujan College from November 20th – 21st 2014.

Member organizing Committee

1. Participated in organizing a webinar on E-Filing of ITR-2 of F.Y. 2019-2020, organized by the Department of Commerce, Ramanujan College, University of Delhi on 25 November, 2020 through Microsoft Teams.

2. Participated in Organizing 3 days webinar series on Financial Market: Avenues for Alternate Career, organized by the Department of Commerce, Ramanujan College (University of Delhi) from 28 September to 30 September, 2020 through Zoom.
3. Participated in organizing 20 hours certificate course on Basics of Research Organized by Accounting and Finance Lab, Department of Commerce, Ramanujan College, University of Delhi from 13-18 January, 2020.
4. Participated in organizing 1 day Management Workshop Organized by Department of Commerce, Ramanujan College, University of Delhi on 15 October, 2019.

CREATION OF ICT MEDIATED TEACHING LEARNING PEDAGOGY AND CONTENT

CONFERENCE/WORKSHOPS/TRAINING ATTENDED AS FACULTY MEMBER

Conferences-Seminars Attended

1. Attended 2 days Conference on “Global FinTech” organized by Ramanujan College, University of Delhi February 23th – 24th, 2019.
2. Participated in 1 day conclave of Ethicists and Educationists, Theme: Role of universal ethics in higher education teaching organized by Tibet house, cultural Centre of H.H. the Dalai Lama & Center for Ethics and Values Ramanujan College, University of Delhi held at Tamarind, India Habitat Centre, New Delhi on 21st April 2017.
3. Attended 2 days International Conference on Management Education and Corporate Transformation : The Ethical Underpinning organized by center for ethics and values, Ramanujan College, University of Delhi and Rawal Institute of Management, Faridabad from March 27th – 28th, 2014

Faculty Development Program Attended

1. Participated in 20-day Certificate Course (40 hours)/Refresher Course on **Shrimad Bhagavad Gita: Enlightenment and Relevance** organized by BHĀRATAM - Bhārtīya Gyān Paramparā: Adhyayan, Adhyāpan Evam Anusāndhān Kendra and Teaching Learning Centre, Ramanujan College University of Delhi, held at Ramanujan College from 22 December 2023 to 10 January 2024.
2. Participated in a 4-Week Faculty Induction/Orientation Programme for “Faculty in Universities/Colleges/Institutes of Higher Education” organized by Teaching Learning Centre, Ramanujan College, University of Delhi, held at Ramanujan College from 22 November - 21 December, 2023
3. Participated in 7 days Faculty development program on “ Teachers, Teaching and Taught: Discovering New Meanings, Relationship and Purpose” organized by IQAC and Teaching Learning Centre, Ramanujan College University of Delhi, held at Ramanujan College from January 1st -7th 2020.
4. Participated in 7 days Faculty development program on “Research Methodology and Statistical Tools” organized by Teaching Learning Centre, Ramanujan College University of Delhi, held at Ramanujan College from December 23th – 29th 2019.

5. Participated in 7 days Faculty development program on “Multivariate Data Analysis” organized by Teaching Learning Centre, Ramanujan College University of Delhi Department of Commerce, University of Delhi, Dep. of Financial Studies, South Campus, University of Delhi and IAA, NCR Chapter held at South campus, University of Delhi from 30th September to October 6th, 2019.
6. Attended 1 day FDP on ‘Financial Accounting & Income Tax Laws’ organized by Teaching Learning Centre, Ramanujan College, University of Delhi, Department of Commerce, University of Delhi, Department of Financial Studies, South Campus, University of Delhi and IAA, NCR Chapter held at South campus, University of Delhi on August 30th, 2019.
7. Participated in 7 days Faculty development program on “Research Methodology and Statistical Tools” organized by Teaching Learning Centre, Ramanujan College University of Delhi, held at Ramanujan College from April 15th – 21th 2019.
8. Attended 1 day FDP on ‘Goods and Services Tax’ organized by Teaching Learning Centre, Ramanujan College, University of Delhi and IAA, NCR Chapter held at S.P. Jain Memorial Centre, South campus, University of Delhi on October 27th, 2017.
9. Participated in 7 days National faculty development program on Reflections on Emerging Pedagogy in Higher Education And Qualitative Research organized by Dep. of Commerce Ramanujan College University of Delhi held at Ramanujan College from November 18th – 24th 2015
10. Attended 1 day FDP on ‘Computerised Accounting using Tally.ERP 9’ organized by Tally Education Private Limited and faculty of applied social science & Humanities, south campus, university of Delhi held at south campus University of Delhi on sep.30th 2015.
11. Participated in 7 days National faculty development program on Leveraging Research Tools for Qualitative Research organized by Dep. Of financial studies, University of Delhi and Dep. of Commerce Ramanujan College University of Delhi and IAA, NCR Chapter held at University of Delhi, South Campus from June 15th – 21th 2015.
12. Participated in workshop on Business Entrepreneurship and Management from Jan. 18-19, 2014 organized by CPDHE, University of Delhi.

INVITED LECTURES AS RESOURCE PERSON AND PAPER PRESENTATIONS:

1. Session given on Exploratory Factor Analysis- Principle Component Analysis with SPSS on December 21, 2020 during Online Two Week Faculty Development programme on Research Methodology: A Learning Journey from Bivariate Techniques to Multivariate Techniques organized by Department of Commerce and Teaching Learning Centre, Ramanujan College University of Delhi from December 10th – 23th 2020.
2. Session given on Methods and Sources of Review of Literature on January 14, 2020 during 20 hours certificate course on Basics of Research Organized by Accounting and Finance Lab, Department of Commerce, Ramanujan College, University of Delhi from 13-18 January, 2020.

RESEARCH PROJECTS (MAJOR GRANTS/RESEARCH COLLABORATION)

1. Innovation Project RNC 307 sanctioned by University of Delhi “Super30 vs Kota Coaching ka Tulnatamak Adhyan” 2015-2016, final report submitted.

AWARDS AND DISTINCTIONS:

ASSOCIATION WITH PROFESSIONAL BODIES:

1. Life member of Indian Accounting Association, Membership No.: NCR-86, Branch Name: NCR
2. Life member of Youth Empowerment and Research Association, Membership No.: DL14085

OTHER ACTIVITIES: (Include any additional relevant activities or contributions not covered in the above sections.)

Video Lectures

1. Recorded 7 video Lectures on Inventories (AS-2) available on YouTube^{IN}: <https://www.youtube.com/playlist?list=PLh-eslZmDO5pwcDicT41MEuN-i1yaIQMF>
2. Recorded 6 Video Lectures on Accounting for Inland Branches available on YouTube^{IN}: <https://www.youtube.com/playlist?list=PLh-eslZmDO5qIMJhSpSwpQy8pJQ6hEI5K>
3. Recorded 9 Video Lectures on Accounting for Hire Purchase available on YouTube^{IN}: https://www.youtube.com/playlist?list=PLh-eslZmDO5oV_KzaeWX2ILw1r7Yqg7jk
4. Recorded 3 Video Lectures on Accounting for Depreciation available on YouTube^{IN}: <https://www.youtube.com/playlist?list=PLh-eslZmDO5oTxw4qfWSkhx7h7imzUaLc>
5. Recorded 2 Video Lectures on Final Accounts of Not-For-Profit Organisation available on YouTube^{IN}: <https://www.youtube.com/playlist?list=PLh-eslZmDO5oB2gN10IGvwnsV6Bxhn2Zy>
6. Recorded 3 Video Lectures on Final Accounts of Non-Corporate Entities available on YouTube^{IN}: <https://www.youtube.com/playlist?list=PLh-eslZmDO5oYDASXJkc0k07M1G12OScY>