




**Faculty Profile: Dr. Kirti Punia**  
**Department of Faculty Member**  
**Ram Lal Anand College, University of Delhi**

Title	Dr.	First Name	Kirti	Last Name	Punia	Photograph
<b>Designation</b>	Assistant Professor					
<b>Address</b>	Department of Management Studies Ram Lal Anand College, Benito Jaurez Marg, South Campus, New Delhi-110021					
<b>Phone Office</b>	011-24112557					
<b>Mobile</b>	9462920444					
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<b>Institutional Web page</b>	<a href="https://sites.google.com/view/mkkirti/home">https://sites.google.com/view/mkkirti/home</a>					
<b>Google Scholar</b>	<a href="https://scholar.google.com/citations?hl=en&amp;user=qObZaj0AAAAJ">https://scholar.google.com/citations?hl=en&amp;user=qObZaj0AAAAJ</a>					
<b>Research Gate</b>	<a href="https://www.researchgate.net/profile/Dr-Punia-4">https://www.researchgate.net/profile/Dr-Punia-4</a>					
<b>ORCID ID</b>	0009-0003-7341-2890					
<b>Scopus ID</b>	<a href="https://www.scopus.com/dashboard.uri?origin=&amp;zone=TopNavBar">https://www.scopus.com/dashboard.uri?origin=&amp;zone=TopNavBar</a>					
<b>Researcher ID</b>	<a href="https://id.elsevier.com/settings/redirect?code=pUmvSIGRapI78mz2ptgNRtHUz_C86sO3axON3RyE">https://id.elsevier.com/settings/redirect?code=pUmvSIGRapI78mz2ptgNRtHUz_C86sO3axON3RyE</a>					
<b>Vidwan ID</b>	393585					
<b>Educational Qualifications</b>						
<b>Degree</b>	<b>Institution</b>				<b>Year</b>	
PhD	University of Rajasthan, Jaipur				2018	
MBA	GJUS&T, Hisar				2009	

M.Com	University of Rajasthan, Jaipur	2021
UGC- NET	UGC	2010,2012,2013
Short Term Training (IKS) Indian Knowledge System	CPDHE, New Delhi	2023
<b>Career Profile</b>		
<ul style="list-style-type: none"> <li>Working as an Assistant Professor in the department of “Bachelor of Management Studies” Ram Lal Anand College, Delhi University since March 2023.</li> <li>Previously worked in Alwar sat Lords University (Lords Business School), Laxmi Devi Institute OF Engineering and Technology, Northern Institute of Engineering and Technology in their respective management and engineering departments (MBA, BBA, B.Tech) ( 1.9.2016 to 02.12.2022)</li> </ul>		
<b>Current Administrative Assignments</b>		
<ul style="list-style-type: none"> <li>Indian Knowledge System Center, RLAC (Nodal Officer)</li> <li>Women’s Welfare Advisory Committee (Member)</li> <li>Student Aid Fund and Scholarship Committee (Co-Convenor)</li> <li>Help Desk Admission Committee (Co-Convenor)</li> <li>MARG Management Society (Co-Convenor)</li> </ul>		
<b>Areas of Interest / Specialization</b>		
<ul style="list-style-type: none"> <li>Human Resource Management</li> <li>Marketing Management</li> </ul>		
<b>Subjects Taught</b>		
<p>General Management Subjects (Discipline Specific Courses, Discipline Specific Electives)</p> <p>Human Resource Management Subjects (Discipline Specific Courses, Discipline Specific Electives)</p> <p>Marketing Subjects (Discipline Specific Courses, Discipline Specific Electives)</p> <p>General Electives (All Courses)</p> <p>Value Added Course (All Courses)</p> <p>Skill Enhancement Course (All Courses)</p>		
<b>Research Guidance</b>		

## Publications Profile

### Patents:

### Papers:

- “WEP (Women Entrepreneurship Platform): Top business ideas for women entrepreneurship in India”, IJRASET 11(11)
- “Emerging private labels and its attributes: A Comparative study between private label brands and manufacturing brands”, IJRASET Research and Development Corporation, vol. 6, no.17-26,2018
- “A Study of private label brands (apparel category) on the basis of preference of youth across personal and behavioral variables”, IJRASET Research and development corporation, vol.6, no.8-16,2018
- “Green marketing and sustainable development: Attributes, preference and programs for sustainable developments of different organization”, Remarking an Analisation, vol.2, no.41-43,2018
- Growth of private label brands in India: Preference of private label brands over manufacturer brands in apparel retail category”, Remarking an Analisation, vol.2, no.11-16,2017
- Rise of young foodpreneurs: Strategies to stay in competitive market, Remarking an analisation, vol.3,30-32, 2018
- Work engagement among employees and its relation to job performance, Shrinkhala Ek shodhparak Vaicharik Patrika, Kanpur, vol.5, no.62-66,2018

## Chapters in books and e-chapters (Published)

## Conference Organization/ Presentations

### Events Organized:

WWAC Programs at Ram Lal Anand College (2023-25)

MARG Programs at Ram Lal Anand College (2024-25)

### Invited Talks, Resource person, invited Chairperson, Conference Paper presentations (Oral):

“Role of Brand Ladder for Millets (Sri Anna) in the Terms of Awareness and Promotion of Millet Brands” at ICMANES 2023, NIFTEM-K, Ministry of Food Processing Industries, Govt. of India

### **Presentations: International**

- “Sustainability and Feasibility of Startup Ideas for Women Entrepreneurs in Cottage industries”, The International Conference on Business Research and Innovation (BRAIN24), NSUT, New Delhi
- Startups Ecosystem for Women Entrepreneurs under ‘Vocal for Local Initiative’. The International Conference on Business Research and Innovation (BRAIN24), NSUT, New Delhi.
- “Evolution and transformation of private label brands: Increasing acceptance of Private Labels in India”, The International Conference on Business Management and Social Innovation (ICBMSI), NewDelhi,11/02/2018, ISBN-978-93-877033-34-6
- “Recent Trends in Human Resource”, International Conference on Perspectives of MAKE IN INDIA, NIET, Alwar, 06-07 April 2018, ISBN- 978-81-88132-77-5
- “Microfinance: Startups for Make in India”, International Conference on Perspectives of MAKE ININDIA, NIET, Alwar,06-07 April 2018, ISBN-978-81- 88132-77-5
- Women Entrepreneurship in India”, International Conference on Perspectives of MAKE IN INDIA, NIET, Alwar, 06-07 April 2018, ISBN-978-81-88132-77-5
- “Work engagement among employees and its relation to job performance”, International Conference on Trinity of Mudra, Start-Up India and Stand-Up India Schemes: Prospects and Challenges at Poornima University, Jaipur,24-25 feb, 2017

### **Presentations: National**

- “WEP (Women Entrepreneurship Platform): Top business ideas for women entrepreneurship in India”, The National Seminar on 75<sup>th</sup> year of Economic Development: Women Entrepreneurship for Sustainability”, ICSSR & ABRSM, Central University of Haryana, 10-11 October 2022,
- “A study of intuitive abilities of corporate executives across personal & organizational variables” HSB 1<sup>st</sup> Annual National Conference on Business and Management at GJUS&T, Hisar, 19-21 march 2007

### **Internships Conducted:**

- Summer Internship to Under Graduate Students at Ram Lal Anand College (2024)
- Summer Internships to Post Graduate Students & Under Graduate Students in Previous University and Institutions (2016-2023)

### **Research Projects (Major Grants/Research Collaboration)**

**Awards and Distinctions**


**Association With Professional Bodies**

**Other Activities**

**Research Participations:**

**International**

**National**



*Kirti*

**Signature of Faculty Member**