



RAM LAL ANAND COLLEGE (University of Delhi)
Faculty Details



Title	Dr.	First Name	Deepti	Last Name	Gupta	Photograph
Designation	Assistant Professor (Management)					
Address	Bachelor of Management Studies, Ram Lal Anand College, Benito Jaurez Marg, South Campus, New Delhi					
Phone No Office						
Residence						
Mobile						
Email	guptadeepti.11k@gmail.com					
Web-Page						
Educational Qualifications						
Degree	Institution				Year	
PhD	University School of Applied Management, PU				2019	
MBA	School of Management Studies, PU				2012	
Career Profile						
<ul style="list-style-type: none">Working as Assistant Professor in the department of “Bachelor of Management Studies” Ram Lal Anand College, Delhi University since August, 2017Worked as Assistant Professor at University department “School of Management Studies”, PU. Taught students pursuing MBA in Business Studies with specialization in Marketing and Human Resource management.Worked as Assistant Professor at University department “University School of Applied Management”, PU. Taught students pursuing Masters in Business Administration.						

Administrative Assignments

- **Teacher In-charge** BMS department at Ram Lal Anand College, DU
- Member of E-Cell and Function Committee.
- Member of Library committee, Workload Committee and Time Table Committee.

Areas of Interest / Specialization

- ✓ Marketing Management
- ✓ Business Research
- ✓ Human Resource Management

Subjects Taught

- ✓ Foundations of Management and OB
- ✓ Business Research

- ✓ Marketing Research
- ✓ Principles of Marketing
- ✓ Marketing Management
- ✓ Retail Management
- ✓ Advertising
- ✓ Talent management
- ✓ HRM
- ✓ Global HRM

Research Guidance

Publications Profile (Books/Chapters/Research articles, etc.) (Last 10 publications)

- **Consumer Attitude towards Promotional Deals on Private Label Brands**, Airo International Research Journal, Vol XIX, September 2019 ISSN: 2320-3714
- **Extrinsic factors affecting consumer attitude towards private label brands in Indian apparel Industry**, International Journal of Applied Ethics, Vol. 6, 2017-18 ISSN No. 2321-2497
- **Penetrating the countryside: Opportunities and challenges**, International Journal of Business and Research, Vol. 1, 2016 ISSN: 2455-5959
- **The Impact of Corporate Social Responsibility on Consumer Purchase Intent**, International Journal of Applied Ethics, Vol. 3, 2014-15 ISSN No. 2321-2497
- **Grassroots Innovations for Sustainable Development**, Journal of Business Studies, Shaheed Bhagat Singh College, DU Vol. VII, 2014-15 ISSN No. 0975-0150

- **Institutional framework to promote growth of Small and Medium sector enterprises in India**, Kegees Journal of Social Science, Vol.7, Jan 2015, ISSN No. 0975-3621

Conference Organization/ Presentations/FDP/Webinar (in the last three years)

1. **Research Methodology and Teaching Pedagogy**, Organised by TLC, PMMMNMTT of MHRD, Ramanujan College, Delhi University, 30-05 May, 2019
2. **Writing Research Proposals and Addressing IPR Related Issues**, Organised by Research and IPR Cell, Ram Lal Anand College, Delhi University 29-30 March, 2019
3. **Perspective of Modern Teaching Techniques and Integrating Inter Disiplinary Skills in Academia**, Organised by ICFAI Business School (IBS), Gurgaon Campus, 4 August, 2018
4. **Future of Management Education Post COVID-19**, a webinar organized by Aryabhata College, Delhi University 15 May, 2020
5. **E- Content Development Methodology: Four Quadrant Model, OERs and Copyright issues** a webinar organized by Sri Guru Tegh Bahadur Khalsa College, Delhi University 15 May, 2020

6. **Artificial Intelligence** a webinar organized by ARSD College, Delhi University
29 May, 2020

Research Projects (Major Grants/Research Collaboration)

Awards and Distinctions

Association With Professional Bodies

Other Activities