



Faculty Details Performa Web-sites

Title	Mr.	First Name	Deepak	Last Name	Photograph
Designation		Assistant Professor			
Address		House number-637, Gali number-2, Village Burari (Garhi), Delhi-110084			
Phone No		9210552698			
Email		Deepak@ss.du.ac.in Dk.deepak148@gmail.com			
Educational Qualifications					
Degree		College/Department			year
Pursuing PhD		Faculty of Management Studies (University of Delhi)			
Ugc Net (Jrf)		Ugc			2016
MBA		GGSIPU			2014
BBA		GGSIPU			2012
Career Profile					
<ul style="list-style-type: none"> Assistant Professor (Ad Hoc), Department of Commerce, Swami Shradddhanand College, University of Delhi (22-02-2021 to Present). 					
Current Assignment					
College Societies <ul style="list-style-type: none"> Member, Time Table Committee 					
Administrative Assignments Held					

Areas of Interest / Specialization
Marketing and OB
Subjects Taught
<ul style="list-style-type: none"> • E-commerce • Consumer Protection • Entrepreneurship Development • Business Organization and Management • Business Law
Research Guidance
Publications Profile (Research Papers/Books/Book Chapters)
<p>Paper Publications:</p> <ol style="list-style-type: none"> 1. “Covid-19 Impact on Psychology of Health Professional In India Published in <i>Kala : The Journal of Indian Art History Congress</i>. (ISSN- 0975-7945).(Vol-27., Issue no.-1 and page no.-(1-7)) (Year of Publication : 2020-2021) 2. Dalits in India: From Marginalization to Discovering their Identity Published in Parishodh Journal, Volume VIII, Issue XI, ISSN NO:2347-6648 (Year of Publication : 2019) 3. National Education Policy (NEP) 2020 and Disabled Students Published in Apoorv Knowledge Journal (ISSN -2348-2702).(Vol- IX, Issue - I, and page no.(39-44)) (Year of Publication : March 2021). 4. “A Study of the Impact of Covid- 19 pandemic on the Psychology of Buyers using ECommerce Platform in Indian Metropolitan Cities” Published in Asian Resonance Journal (ISSN-22310045, E-ISSN-2349-9435).(VOL.-10, ISSUE-2. and page no.51-56) (Year of Publication : April 2021).

5. Study the Effect of cybercrime threats on Ecommerce trust in India Published in Pramana Research Journal (ISSN NO: 2249-2976).(Volume 11, Issue 6,. and page no.- (18-24) (Year of Publication : June 2021).
6. A study of psychological empowerment and its impact on job engagement of visually impaired employees during COVID-19 Lockdown Published in IITM Journal of Business Studies (ISSN 2393-9451). (Vol.-9, Issue no.-1 and page no.(20-28) (Year of Publication : January-December 2021).
7. A study of Impact of Motivational Factors on the Job Commitment of Colleges and Universities Professors during COVID 19 Pandemic in India Published in Parishodh Journal (ISSN NO:2347-6648)(Volume IX, Issue III and page no.(12178-12195) (Year of Publication : March 2020).
8. “A Study on Assessment of Post-Liberalization Effectiveness on India's Microscale Companies” Published in Global Journal of Business Intelligence and Management Insight & Transformations (ISSN NO- 2581-5652)(Vol. 6, Issue 1 and page no.(1-10)) (Year of Publication : 2022).
9. A Study on the Rise of Online Learning Platforms and their Impact on Higher Education amidst COVID-19 in India, Published in Global Journal of Business Intelligence and Management Insight & Transformations (ISSN NO- 2581-5652). (Vol. 6, Issue 2. and page no.(1-10)) (Year of Publication: 2022).
10. LEARNING OF “LEADERSHIP, COMPLEXITY AND CHANGE” LESSIONS EXPERIENCING AMIDST COVID -19 PANDEMIC, Published in International Research Journal of Management Sociology & Humanities(ISSN No- 2277 – 9809) , Vol 12, Issue 10 [Year of Publication: 2021]

Books

1. Published a Book of B.com and B.com (hons.) Syllabus, Titled “Entrepreneurship Development” with ISBN No- 978-81-956800-1-6 in year 2022, Published by Mallika Books.

Book Chapters

1. “A Study on Women Empowerment via Technology: Cyberfeminism” in book title *Emerging Trends in Higher Education* Publisher & Editor in Chief, RFI (registered under the government of India book Publication acts) India. (ISBN NO- 978-93-91903-29-9) www.publication.rfiindia.com. (Pg. No. (09-15) and year of publication is 2021)
2. “राम कथा के विविध आयाम ” in Book title **रामकथा के विविध आयाम** Published by Mallika Books (ISBN No.978-81-89147-18-1) (Pg. No.-287-292, and year of publication is 2022)

Conference Organization/ Presentations

- Presented a Paper in Three Days Multi-Disciplinary International Webinar ON the titled “A Study of Marginalization of Dalits In India, Organized by C. Abdul Hakeem College(Autonomous),Melvisharam , Ranipet District, Tamilnadu. PG & Research Department of History.4 June,2021
- Presented a paper in the International Conference titled “E-CONSUMER: AWARENESS OF THEIR RIGHTS AND RESPONSIBILITIES MENTIONED IN CONSUMER PROTECTION ACT 2019 AND 2020 ACT”, organized by the Department of Social work, Shrimathi Devkunvar Nanalal Bhatt vaishnav college for women Chennai, India in collaboration with Global Conferenc Hub, Coimbtore, India on 29th and 30th July 2021.
- Presented a paper in the International Conference on Literature, Language, Translation & Gender Studies 2021titled “A study of the relationship between Transformation leadership of seniors and the psychological empowerment of female employees covered under affirmative action policy” at REd talks International Research Division, Vijayawada, Andhra Pradesh, India July16-17 July,2021.
- Presented a paper in the International Conference on Literature, Language, Translation & Gender Studies 2021titled “A study of the relationship between Ethical Climate and psychological empowerment of Visually Challenged Women employees at the Woekplace” at REd talks International Research Division, Vijayawada, Andhra Pradesh, India July16-17 July,2021.
- Presented a paper titled “To study the Effect of Social Media on Psychological stress of Internet users in India” in first International Conference on Environment, Economy, Management, Science and Technology(ICEEMST-Online) Organized by Department of Environmental Science, SIES (Nerul) College of Arts, Science and Commerce, Navimumbai , Maharashtra, India in Collaboration with RSP Conference Hub Coimbatore, India on 24th and 25th August 2021.
- Presented a paper titled “To study of Changes in Consumer Behaviour Towards Online Shopping Apps Before and During Covid 19” in first International Conference on Environment, Economy, Management, Science and Technology(ICEEMST-Online) Organized by Department of Environmental Science, SIES (Nerul) College of Arts, Science and Commerce, Navimumbai

, Maharashtra, India in Collaboration with RSP Conference Hub Coimbatore, India on 24th and 25th August 2021.

- Presented a paper titled “A Study about the Social Media Related Cyber Crime Awareness Among Students of Delhi University” in first International Conference on Environment, Economy, Management, Science and Technology(ICEEMST-Online) Organized by Department of Environmental Science, SIES (Nerul) College of Arts, Science and Commerce, Navimumbai , Maharashtra, India in Collaboration with RSP Conference Hub Coimbatore, India on 24th and 25th August 2021.
- Presented a paper titled “An analysis of customer perspective towards Online Food Delivery Service Apps before and during Covid-19in Delhi/NCR” in first International Conference on Advancements in Engineering, Management, Science and technology(ICEMST- Online) Organized by CSI college of Engineering ,Ketti, India In collaboration with Global Conference Hub, Coimbatore, India on 10th and 11th September 2021.
- Presented a paper titled “ Study on women empowerment via Technology: Cyberfeminism” in first international conference on Commerce, Science, Engineering, Management, & Technology ICCSEMT- 2021(Online) Organized by Kishori Raman Post Graduate College Mathura , Uttar Pradesh, India In collaboration with Global Conference Hub, Coimbatore, India on 13th and 14th November 2021.
- Presented a paper titled” An Analysis of Foreign Direct Investment its Inflows Outflows and Projection in India” in First International Conference on recent trends on Management, Engineering & Science (ICMES) - 2021 (Online) organized by Sri Venkataramana Swamy College, Bantwal, Karnataka, India and RSP Conference Hub, Coimbatore, Tamilnadu, India on 27th & 28th November' 21.
- Presented a paper titled “Online learning platforms in India & Their impact on higher Education” in One day National seminar on Indian knowledge System and NEP,2020 Organized by Swami Shraddhanand College (University of Delhi), Alipur, Delhi, On 6th December 2021.
- Presented a paper titled “IMPACT OF TRANSFORMATIONAL LEADERSHIP ON ATTITUDES AND COGNITIONS OF TEACHERS IN SCHOOLS: A LITERATURE REVIEW” in the International Conference On Challenges, Opportunities and Innovation for Sustainable Future Jointly Organized By: St. Paul Institute of Professional Studies Indore, Research Foundation Of India & RFI-CARE Date: 26 May 2022.

Participation

- Participated in vice chancellors Conclave on “National Educational Policy 2020: Its implementation, opportunities Challenges, Vice Chancellors' Conclave on July 16. 2021 organized by Department of Commerce and IQAC, Rajdhani College, University of Delhi.
- Participated in National webinar titled Population Control in Today’s Scenario Organized by Social Research Foundation, 10th July 2021.

- Participated in the Three Days International Online Workshop on “Multivariate Stastical Analysis and Interpretation using SPSS & AMOS” Conducted from 06 to 08 August 2020 through Zoom App.
- Attended the International Webinar on “Integrating Spirituality & Organisational Leadership in Post Covid Era” on Friday, 11 September,2020, via Go To Webinar online platform with webinar id # 739-441-579.
- Participated in National workshop on “Literature Review” Organised by Devi Ahilya Arts and Commerce College (Jagdale college) Indore MP, Research Foundation of India & JHERF on 28 August 2021.
- Participated in the International Online workshop Organised by Global Institute of Statistical Solutions(GISS) on “Multivariate Analysis & its Interpretation using SPSS” from August 20-22nd , 2021.
- Participated in the Three Days Intensive Workshop on "Practical Data Analytics and Machine Learning: Tools and Trends". This workshop was organized by the SIG Coordination Team, Pimpri Chinchwad College of Engineering, Pune from 6th-8th September 2021.
- Participated in the two weeks National Level Workshop on “Online Teaching Tools” from 24-09-2021 to 10-10-2021.
- Participated in One day National Seminar on ‘ Contribution of Indian Scientists in Freedom Struggle’ Organized by Swami Shraddhanand College (University of Delhi), in association with Vijnana Bharti and to celebrate ‘ Azadi ka Amrit Mahotsav’ on 22nd November,2021.
- Participated in the Three Days Intensive Workshop on "Practical Data Analytics and Machine Learning:Tools and Trends". This workshop was organized by the SIG Coordination Team, Pimpri Chinchwad College of Engineering, Pune from 6th-8th September 2021.

Faculty Development Program Attended

- Participated in 7 days faculty development program on “A step by step guide to write a good research paper (FDP-RP) Organized by Symbiosis University of Applied sciences, Indore & Research Foundation of India 15-21 October 2020.
- Participated in 7 days faculty development program on “ Research Methodology in Management, Commerce and Humanities” Organized by Daly College of Business Management- Indore, Research Foundation of India & JHERF from 26 August 2021 to 01 September 2021.
- PARTICIPATED IN ONLINE FACULTY DEVELOPMENT PROGRAM ON MOOCS AND E-LEARNING IN CONTEXT OF NATIONAL EDUCATION POLICY ORGANISED BY DELHI SCHOOL OF PUBLIC POLICY AND GOVERNANCE, INSTITUTION OF EMINENCE, UNIVERSITY OF DELHI IN COLLABORATION WITH NATIONAL LAW UNIVERSITY AND JUDICIAL ACADEMY ASSAM AND BHARTIYA SHIKSHAN MANDAL AND NATIONAL INSTITUTE OF OPEN SCHOOLING, MINISTRY OF

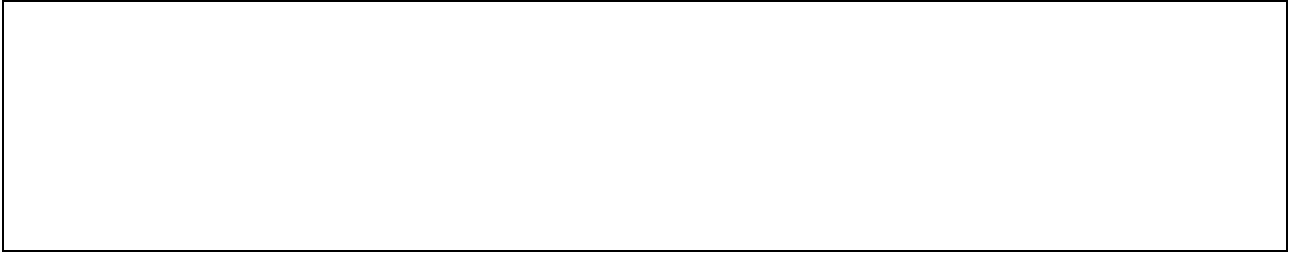
EDUCATION, GOVERNMENT OF INDIA
FROM OCTOBER 18, 2021 TO OCTOBER 24, 2021.

- Participated in One week International(online) Faculty Development Programme on “Probing the Frontiers –Contemporary Research Methodologies in Economics” (15th December–21st December, 2021)
- Participated in 4-Week Induction/Orientation Programme for “Faculty in Universities/Colleges/Institutes of Higher Education” from *20 December, 2021 – 19 January, 2022* Organised by Teaching Learning Centre, Ramanujan College University of Delhi under the aegis of MINISTRY OF EDUCATION PANDIT MADAN MOHAN MALAVIYA NATIONAL MISSION ON TEACHERS AND TEACHING

Research Projects (Major Grants/Research Collaboration)

Awards and Distinctions

Association With Professional Bodies



Editorial Experience
Reviewer
Other Activities

