




RAM LAL ANAND COLLEGE (University of Delhi)

Faculty Details

Title	Dr	First Name	Kirti	Last Name	Punia	Photograph
Designation		Assistant Professor				
Address		Department of Management Studies(BMS), Ram Lal Anand College, Benito Jaurez Marg, South Campus, New Delhi				
Phone No	Office					
	Residence					
	Mobile					
Email		Kirti.punia@gmail.com				
Web-Page						
Educational Qualifications						
Degree		Institution			Year	
PhD		University of Rajasthan, Jaipur			2018	
MBA		GJUS&T, Hisar			2009	
M.Com		University of Rajasthan, Jaipur			2021	
Net		UGC			2010,2012,2013	
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 Mar, 2023Worked as Associate Professor at Lords University , Alwar in Management department(MBA) in specialized area HR & Marketing (w.e.f 17.11.2021 to 02.12.2022)Worked as Assistant Professor at Laxmi Devi Institute OF Engg and Tech, Alwar in Management department (MBA) in specialized area of HR & Marketing(w.e.f 01.04.2019 to 16.11.2021)Worked as Assistant Professor at Northern Institute of Engg and Tech , Alwar in Management department (MBA) in specialized area of HR & Marketing(w.e.f 01.09.2016 to 31.03.2019)						
Administrative Assignments						
Current Assignments <ol style="list-style-type: none">Women’s Welfare Advisory CommitteeStudent Aid Fund and Scholarship CommitteeAdmission Grievance SC/ST/OBC/PwD/EWS Scholarship Committee						

Previous Assignments

1. Core committee member in college
2. Coordinator in department
3. Women grievance cell member
4. House head at sports and cultural events
5. Member in organizing committee of National/International conference
6. Member of board of studies
7. Member of staff council and internal examination committee

Areas of Interest / Specialization

- Human Resource Management
- Marketing Management

Subjects Taught

HRM & Marketing subjects

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

- **“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, Sonipat**
- **“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, Sonipat

- **“Green marketing and sustainable development: Attributes, preference and programs for sustainable developments of different organization”, Remarking an Analisation, vol.2, no.41-43,2018,Kanpur**
- **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, Kanpur**
- **Rise of young foodpreneuers : Strategies to stay in competitive market, Remarking an analisation, Kanpur, vol.3,no.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, Kanpur**

Conference Organization/ Presentations (in the last three years)

- **“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**
- **“WEP(Women Entrepreneurship Platform): Top business ideas for women entrepreneurship in India”, The National Seminar on 75th year of Economic Development: Women Entrepreneurship for Sustainability” , ICSSR & ABRSM, Central University of Haryana, 10-11 October 2022,**
- **“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 : Start ups 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**
- **“A study of intuitive abilities of corporate executives across personal & organizational variables” HSB 1st Annual National Conference on Business and Management at GJUS&T, Hisar, 19-21 march 2009**

Research Projects (Major Grants/Research Collaboration)
Awards and Distinctions
Association With Professional Bodies
Membership:- Social Research Foundation ,Kanpur Membership ID:- TMR/857/2018
Other Activities