




RAM LAL ANAND COLLEGE (University of Delhi)
Faculty Details



Title	Ms.	First Name	Riyanka	Last Name	Jain	Photograph
Designation		Assistant Professor				
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Educational Qualifications						
Degree		Institution			Year	
PhD		Maharaja Agrasen University, HP, India			Enrolled in 2022	
MBA in Marketing & International Business		Amity University, Uttar Pradesh, India			2011-2013	
B.Sc. (H) Statistics		Hindu College, University of Delhi			2008-2011	
Career Profile						
Assistant Professor, Department of Commerce, Sri Guru Gobind Singh College of Commerce, University of Delhi: July 2014 to March 2023 Assistant Professor, Department of Management Studies, Ram Lal Anand College, University of Delhi: March 2023 to Present						
Administrative Assignments						
Co-Convenor of Department of Management Studies (2023). Member of The Internal Quality Assurance Cell (IQAC) 2023-25. Co-Convenor of the NIRF 2024 Committee. Co-Convenor of the Quiz Committee (2023). Convener as well as Contributor for course restructuring of major subjects under the NEP in the year 2022 and under LOCF in the year 2019 in B.A.(H) business Economics as well as Bachelors in management Studies for papers like Marketing Management, Brand Management, Advertising, Consumer Behavior, Product Management, Statistical Techniques for management, Quantitative Techniques for Management, Spreadsheets and Statistical Software and many more.						
Areas of Interest / Specialization						

Statistics, Marketing, International Business, SPSS, Operations Research, Econometrics, Advertising, Digital Marketing

Subjects Taught

Statistics for Business Decisions, Sem I, Bachelors in Management Studies
Family Business Management, Sem II, Bachelors in Management Studies
Business Research, Sem IV, Bachelors in Management Studies
Quantitative Techniques for Management, Sem V, Bachelors in Management Studies
Advertising and Brand Management, Sem VI, Bachelors in Management Studies

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

Research paper titled "Rural to Urban Migration in India Through SPSS and Bibliometric Analysis" got published in International Research Journal of Management Sociology & Humanities, Volume 14, Issue 5 in June, 2023.

Research paper titled "A Bibliometric Analysis of the Importance of Sustainability in Influencer Marketing" got published in the edited book SUSTAINABLE BUSINESS PRACTICES: Trends and Challenges" in May, 2023.

Research paper on "A Study of Delhi University Colleges Ranked in Top 100 by National Institutional Ranking Framework", Delhi Business Review, Vol21, No.1, January 2020.

Book "Statistical Analysis in Microsoft Excel & SPSS", by Universal Academic Books Publishers & Distributors, New Delhi, in 2018, ISBN 978-81-932820-07.

Chapter on "Interpolation" in the book "Statistics" by Mayur Books, New Delhi, in the year 2018, ISBN 978-93-88392-09-9.

Conference Organization/ Presentations (in the last three years)

Presented a research paper on "A Bibliometric Analysis of the Importance of Sustainability in Influencer Marketing" in National Conference on "SUSTAINABLE BUSINESS PRACTICES IN THE NEW NORMAL" organized by PCJ School of Management, Maharaja Agrasen University on 17th -18th March, 2023.

Presented a research paper on "A Study of Delhi University Colleges Ranked in Top 100 by National Institutional Ranking Framework" in International Conference on achieving Excellence in Higher Education sponsored by Indian Council of Social Science Research (ICSSR) in January, 2020, organized by Delhi School of Professional Studies & Research and hosted by Deen Dayal Upadhyaya College, University of Delhi and also won the Best Paper award for the same.

Awards and Distinctions

Won the Best Paper award for a research paper on "A Study of Delhi University Colleges Ranked in Top 100 by National Institutional Ranking Framework" in International Conference on achieving Excellence in Higher Education sponsored by Indian Council of Social Science Research (ICSSR) in January, 2020, organized by Delhi School of Professional Studies & Research and hosted by Deen Dayal Upadhyaya College, University of Delhi.

Other Activities

Successfully completed a one-week Faculty Development Programme on "BLENDED LEARNING: Concepts and Tools" from 29 March - 04 April, 2023 and obtained Grade A+week, organised by Teaching Learning Centre, Ramanujan college University of Delhi, in collaboration with Department of Education, Rangia College Affiliated to Gauhati University, Assam under the aegis of Ministry of Education, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.

Successfully completed a Two week Interdisciplinary Refresher Course in Advanced Research Methodolgy from 23rd January 2022 to 6th February, 2023 and obtained Grade A+, organised by Teaching Learning Centre of Ramanujan College, University

of Delhi under the aegis of Ministry of Education, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching.

Successfully completed a 4 week Faculty Induction Programme for “Faculty in Universities of Higher Education” from 21 December 2022 to 19 January, 2023 and obtained Grade A+ from the Teaching Learning Centre of Ramanujan College, University of Delhi.

Attended a one day workshop on “IP AWARENESS” organized by Maharaja Agrasen University, Baddi, Himachal Pradesh, in association with Department for Promotion of Industry & Internal Trade (DPIIT), Ministry of Commerce & Industry, Government of India on 26th April 2023.