



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

Department of Faculty Member					Photograph
Title	Dr.	Ram Lal Anand College, University of Delhi			
		Name		Name	
Designation		Assistant Professor			
Address		Department of Management Studies Ram Lal Anand College, Benito Jaurez Marg, South Campus, New Delhi-110021			
Phone Office					
Mobile		9462920444			
Email		kirti.punia@gmail.com , kirti.bms@rla.du.ac.in			
Institutional Web page		https://sites.google.com/view/mkkirti/home			
Google Scholar		https://scholar.google.com/citations?hl=en&user=qObZaj0AAAAJ			
Research Gate		https://www.researchgate.net/profile/Dr-Punia-4			
ORCID ID		0009-0003-7341-2890			
Scopus ID		https://www.scopus.com/dashboard.uri?origin=&zone=TopNavBar			
Researcher ID		https://id.elsevier.com/settings/redirect?code=pUmvSlGRapI78mz2ptgNRtHUz_C86sO3axQN3RyE			
Vidwan ID		393585			
Educational Qualifications					
Degree		Institution		Year	
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
Leadership Program(NFLP)	IIM Indore	2025
Career Profile		
- Working as an Assistant Professor in the Department of Management Studies” Ram Lal Anand College, Delhi University since March 2023. - Previously worked in at 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)		
Administrative Assignments		
Current Assignments - Center for Indian Knowledge System, RLAC (Nodal Officer) - Women’s Welfare Advisory Committee (Member) - Student Aid Fund and Scholarship Committee (Co-Convenor) - MARG Management Society (Co-Convenor) - Staff Council & Staffroom Association (Member) Previous Assignments - Core committee member - Coordinator in department - Women grievance cell member - House head & Organizer at sports and cultural events - Member in organizing committee of National/International conference - Member of Board of studies - Member of staff council and internal examination committee		
Areas of Interest / Specialization		
Human Resource Management		



- Marketing Management
- IKS(Indian Knowledge System)

Subjects Taught

General Management Subjects (Discipline Specific Courses, Discipline Specific Electives)

Human Resource Management Subjects (Discipline Specific Courses, Discipline Specific Electives)

Marketing Subjects (Discipline Specific Courses, Discipline Specific Electives)

General Electives (All Courses)

Value Added Course (All Courses)

Skill Enhancement Course (All Courses)

Academic Upgradation

Regularly participated in FDPs, training, refresher programs, seminars, conferences workshops etc.

Publications Profile

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 foodpreneuers: 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)/ Reports/ Articles etc.

Report on ‘Developing Sustainable and Feasible Startup Ideas for Women Entrepreneurs in Cottage Industries’.

“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

Conference Organization/ Presentations

Events Organized:

IKS(Indian Knowledge System) Centre Programs at Ram Lal Anand College (2024 to till date)

WWAC (Women Welfare Advisory Committee)Programs at Ram Lal Anand College (2023 to till date)

MARG(Management Society)Programs at Ram Lal Anand College (2024 to till date)

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

Resource Person (Social Research Foundation,Kanpur)2025-26

“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), New Delhi, 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 IN INDIA, 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

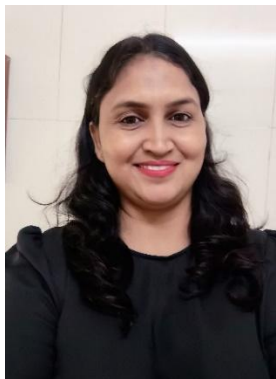
- “WEP (Women Entrepreneurship Platform): Top business ideas for women entrepreneurship in India”, The National Seminar on 75th year of Economic Development: Women Entrepreneurship for Sustainability”, ICSSR & ABRSM, Central University of Haryana, 10-11 October 2022,
- “A study of intuitive abilities of corporate executives across personal & organizational variables” HSB 1st 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)

NA



Awards and Distinctions

Excellence Award “Teacher's Pride Award” 2025 in field of research and innovation by Social Research Foundation, in International Seminar, April 2025, Kanpur

Best Paper Award for “Sustainability and Feasibility of Startup Ideas for Women Entrepreneurs in Cottage industries”, The International Conference on Business Research and Innovation ((BRAIN24) NSUT, New Delhi

Post Doctoral Fellowship Awarded(ICSSR) 2022

Association With Professional Bodies

Social Research Foundation ,Kanpur

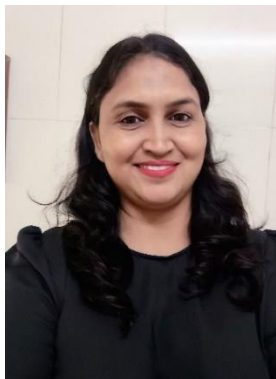
Membership ID:- 248-20049/SRF, TMR/857/2018

Other Activities

Research Participations:

International

National



Signature of Faculty Member