

Faculty Profile

Ram Lal Anand College, University of Delhi

Accredited by NAAC with A+ Grade
ISO 21001: 2018 and ISO 9001: 2015



Tid e	Dr.	Name :	Riyanka Jain	
Department	Management Studies			
Designation	Assistant Professor			
Phone	-			
Email	riyanka.bms@rla.du.ac.in			
Institutional Web page	https://rlacollege.edu.in/pdf-profile/bms/riyanka.pdf			
Google Scholar ID	https://scholar.google.com/citations?user=DD5wMM0AAAAJ&hl=en			
Research Gate ID	https://www.researchgate.net/profile/Riyanka-Jain-2			
ORCID ID	0000-0002-8911-4498			
Scopus ID	58996886500			
Researcher ID	-			
Vidwan ID	693186			
Educational Qualifications				
Degree	Institution			Year
Ph.D	Maharaja Agrasen University, HP, India			2025

Management					
MBA in Marketing & International Business	Amity University, Uttar Pradesh, India	2013			
Permanent/ Temporary/ Contractual/ Adhoc Teaching Experience					
Designation	Institution	Duration	From	To	Nature
Assistant Professor	Ram Lal Anand College, University of Delhi	3 Years	2023	Till Date	Permanent
Assistant Professor	Sri Guru Gobind Singh College of Commerce, University of Delhi	9 Years	2014	2013	Adhoc
Administrative Assignments					
1. Convenor of Entrepreneurship and Technology Development Cell and Enactus (2025-26). 2. Co-Convenor of the NIRF 2024, 2025 and 2026 Committee. 3. Teacher-in-Charge of Department of Management Studies (2024-25) 4. Convenor of Quiz Committee of RLAC (2024-25) 5. Co-Convenor of Department of Management Studies (2023) 6. Member of The Internal Quality Assurance Cell (IQAC) 2023-25, 2026-28. 7. Co-Convenor of the Quiz Committee (2023). 8. 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 / Specialisation					
Statistics, Marketing, International Business, Business Analytics, SPSS, Python, Business Analytics, Operations Research, Econometrics, Advertising, Digital Marketing, Entrepreneurship, Family Business Management					
Subjects Taught					
Statistics for Business Decisions, Sem I, Bachelors in Management Studies Family Business Management, Sem II, Bachelors in Management Studies					

Introduction to Business Analytics, Sem III, Bachelors in Management Studies

Quantitative Techniques for Management, Sem IV, Bachelors in Management Studies

New Age Marketing, Sem V, Bachelors in Management Studies

Advertising and Brand Management, Sem VI, Bachelors in Management Studies

Operations Management, Sem VI, Bachelors in Management Studies

Innovation and Entrepreneurship, Sem VI, Bachelors in Management Studies

Research Methodology, Sem VII, Bachelors in Management Studies

Publications

1. Jain, R., & Chanda, K. (2026). Influencer marketing and its impact on customer engagement and purchase intention among female customers in Delhi NCR. *The International Journal of Interdisciplinary Organizational Studies*. <https://doi.org/10.18848/2324-7649/CGP/A147>.
2. Jain, R. (2025). Leveraging AI in Influencer Marketing: Opportunities and Ethical Challenges for Brands. *Delhi Business Review*, 26(2). <https://doi.org/10.51768/dbr.v26i2.262202503>.
3. Renuka, M., Misra, N., Francis, N., & Jain, R. (2025). Role of ESG (environmental, social and governance) investment in financial performance of organisations: An empirical study. *Journal of Informatics Education and Research*, 5(2), 5644–5654. <https://doi.org/10.52783/jier.v5i2.3078>
4. Jain, R. (2025). EXPLORING THE INFLUENCE OF AI-DRIVEN SUSTAINABLE INNOVATION ON CONSUMER BEHAVIOR. *Corporate Governance*, 7(2).
5. Jain, M. R., & Rao, M. (2024). THE PROMINENT INSTRUMENTS EMPLOYED IN THE IMPLEMENTATION OF BLENDED LEARNING IN HIGHER EDUCATION. *Urban India*, 44(1), 38-57.
6. Jain, R., & Rao, M. (2025, September). Impact of Digital Marketing on Customer Awareness of Sustainable Practices: A Study on Social Media Platforms. In *International Research Conference on Resilience for Sustainability: Management Practices and Strategies for the Future (IRC 2025)* (pp. 87-109). Atlantis Press.
7. Jain, R., & Rao, M. (2024). A bibliometric analysis of the impact of digital marketing in higher education. *The International Journal of Interdisciplinary Organizational Studies*, 19(1), 123. <https://doi.org/10.18848/2324-7649/CGP/v19i01/123-148>.
8. Chanda, K., & Jain, M. R. (2024). A Bibliometric Analysis of Intuition in Marketing: Developing a Brand Communications Framework Using Intuitive Brand Clarity, *CI(1)*, 79-97.
9. Chanda, K., & Jain, R. (2024). Exploring PR agency perspectives on influencer marketing in Delhi NCR. *ShodhKosh: Journal of Visual and Performing Arts*, 5(5), 898–907. <https://doi.org/10.29121/shodhkosh.v5.i5.2024.471>
10. Jain, M. R., Rao, M., & Jindal, R. (2023). Rural to Urban Migration in India Through

SPSS and Bibliometric Analysis. *International Research Journal of Management Sociology & Humanity*, 14(5), 342-354.

11. Kaur, S., & Jain, R. (2020). A study of delhi university colleges ranked in top 100 by national institutional ranking framework. *Delhi Business Review*, 21(1), 39-71.

Patents

Indian Design Patent Registered: 1

1. Stress Monitoring Smartwatch for Educational Performance.
Design No. 460332-001, Serial No. 206399, Date of Registration – 28/05/2025, Date of Issue – 06/08/2025, Intellectual Property Office, Government of India.
Inventors: Lakshminarayana K., Debashis Banerjee, Ruchi Arya, Riyanka Jain.

Chapters in books and e-chapters (Published)

1. Jain, R. (2025). Business Analytics Essentials You Always Wanted to Know. Vibrant Publishers.
2. Jain, R., & Gupta, S. (2025). NEP 2020 aligned: The complete guide to entrepreneurship and innovation. JSR Publishing House LLP.
3. Jain, R., & Kumar, R. (Barpa). (2023). *Navigating success & legacy in family business management*. Jiwan Books International Pvt. Ltd.
4. Jain, R. (2018). *Statistical analysis in Microsoft Excel & SPSS*. Universal Academic Books Publishers & Distributors. ISBN: 978-81-932820-07.
5. Jain, M. R. (2025). From Tradition to Transformation: Exploring the Role of the Indian Knowledge System in Modern Education and the Global Economy. *Indian Knowledge System and the Present Competitive Business Scenario*, 162.
6. Gupta, S., Sarla, S., & Jain, R. (2025). Role of digital transformation and digital innovation in SMEs performance. In R. M. Dhingra (Ed.), *FinTech revolution: Transforming finance in the digital era* (pp. 171–184). Maharaja Agrasen Institute of Management Studies.
7. Jain, R. (2025). Technology and innovation: Catalysts for business transformation. In M. S. Ashraf, P. Bennett, S. Shivani, & N. Mohapatra (Eds.), *Research synergy: A multidimensional approach to academia and innovation* (pp. 68–79). Indowise International Publisher.
<https://doi.org/10.5281/zenodo.17511116>
8. Jain, R. (2025). Advancing technology and innovation: The gender perspective in India. In S. K. S. Sanjay & P. K. H. R. Prasanna Kumar (Eds.), *Futuristic research trends of 2025* (IIP Series, Chapter 46). Iterative International Publishers.
9. Jain, R. (2025). Technological frontiers and the transformation of educational knowledge. In H. Kaur, S. Kaur, & H. Kaur (Eds.), *Educational innovation through IT and knowledge management: A strategic approach to value creation* (pp. 186–202). Har-Anand Publications Pvt. Ltd.
10. Jain, R., & Rao, M. (2025). Technological and cultural convergence: A case study of India. In K. G. Tyagi (Ed.), *Cultures in transformation: A subcontinental experience* (pp. 66–80). Shivalik Prakashan.
11. Jain, R. (2025). Advancing technology and innovation for a Viksit Bharat: A gender perspective in India. In H. Kaur, U. Nadeem, & D. Sharma (Eds.), *Prosperity paradigm:*

Redefining economic success in Viksit Bharat (pp. 1–25). Chanakya Publication & Distributors.

12. Jain, R. (2024). Insights into customer perceptions: AI-enabled self-checkout counters in fashion retail. In Sangeeta, K. Chanda, S. Jindal, D. Diksha, & N. Nidhi (Eds.), *Sustainable development goals: A managerial perspective* (pp. 125–127). Corvette Press.
13. Jain, R. (2023). A bibliometric analysis of the importance of sustainability in influencer marketing. In K. Gupta, K. Vashishth, V. Manoj, C. Uttara, & Neeraj (Eds.), *Sustainable business practices: Trends and Practices* (pp. 27–38). Corvette Press.
14. Jain, R. (2018). Interpolation. In *Statistics*. Mayur Books. ISBN: 978-93-88392-09-9.

Conference Organisation/ Presentations

1. Riyanka Jain and Chirag (2026). AI Drivers of Investment Behaviour among Youth: A Study of Fintech Adoption Intention and Satisfaction. Paper presented at the 13th International Conference on Business & Management, 2026 on the theme “Entrepreneurship, Innovation, and Leadership in Urban-Rural Bharat: Pathways to Viksit Bharat@2047 and the SDGs”, Department of Commerce, Shaheed Bhagat Singh College, University of Delhi, 6 February 2026.
2. Riyanka Jain (2025). *Revisiting Swadeshi through R.C. Majumdar historiography: From nationalist economic thought to Aatmanirbhar Bharat*. Paper presented at the Two-Day Young Historian National Conference on the theme “*Revisiting Indian Nationalist Historiography*”, sponsored by ICSSR–NRC, held at Ram Lal Anand College, University of Delhi, 8–9 October 2025.
3. Riyanka Jain (2025). Exploring the influence of AI-driven sustainable innovation on consumer behaviour. Paper presented at the 5th International Conference on Building Sustainable Corporations: Integrating Financial Strategies, ESG, and Workplace Harmony, organized by Global Research Foundation for Corporate Governance (GRFCG) in collaboration with The Institute of Public Enterprise (IPE), Hyderabad, 12–13 September 2025.
4. Riyanka Jain (2025). Smart campuses: Harnessing technology for inclusive higher education. Paper presented at the 4th Global Conference on Emerging Trends in Research and Development, jointly organized by the Department of Business Administration, UCCMS, MLSU, Udaipur; International Journal of Innovative Research & Growth (IJIRG); and Scientific and Humanities Research Society (SAHRS), 19–20 July 2025.
5. Riyanka Jain (2025). Leveraging AI in influencer marketing: Opportunities and ethical challenges for brands. Paper presented at the XXVII Annual International Seminar on the theme “Development of Individual, Society, and Global Economy”, jointly organized by Delhi School of Professional Studies and Research (DSPSR), Society for Human Transformation and Research (SHTR), Divine International Group of Institutions, Divine Education Trust, and Rotary Club of Delhi Maurya, 28–29 June 2025.
6. Riyanka Jain (2025). Impact of digital marketing on consumer awareness of sustainable practices: A study on social media platforms. Paper presented at the International Research Conference 2025 on “Resilience for Sustainability: Management Practices and Strategies for the Future”, Lal Bahadur Shastri Institute of Management, Delhi, 1 February 2025.
7. Riyanka Jain and Dr. Manisha Rao (2024). Leveraging big data analytics to enhance customer experience in digital marketing. Paper presented at NAVPRABANDHAN–2024: National

- Management Conference on “Catalyzing Transformation through Innovation, Technology, Analytics and Values”, Shri Vaishnav School of Management, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore, 19–20 September 2024.
8. Riyanka Jain and Dr. Manisha Rao (2024). Exploring the dynamics of transforming business models: A qualitative inquiry into challenges and opportunities. Paper presented at the International Conference on Sustainability, Governance and Business Ecosystem in the Digital Age, Institute of Management Studies, Ghaziabad, 3 May 2024.
 9. Riyanka Jain (2024). Navigating trends: A framework-based analysis of the significance of digital marketing in the fashion industry. Paper presented at the National Conference on “The Future of Retail Education: Embracing Technology and Innovation”, Dr. B.R. Ambedkar University Delhi and School of Vocational Studies, 27 March 2024.
 10. Riyanka Jain and Siddharth Gupta (2024). Sustainability at the heart of healthcare: Exploring the impact of ESG initiatives on financial performance. Paper presented at the 7th Biennial International Conference on “Vision India @2047: Global Leader in Economic Growth, Sustainability & Decarbonisation”, Sri Guru Gobind Singh College of Commerce, University of Delhi, 21–22 March 2024.
 11. Riyanka Jain (2024). Insights into customer perceptions: AI-enabled self-checkout counters in fashion retail. Paper presented at the ICSSR-sponsored National Conference on “Sustainable Development Goals—Progress, Issues & Challenges”, Maharaja Agrasen University, Himachal Pradesh, 16 March 2024.
 12. Riyanka Jain and Dr. Manisha Rao (2024). Technological and cultural convergence: A case study of India. Paper presented at the International Conference on “Cultures in Transformation: A Subcontinental Experience”, Department of History, Ram Lal Anand College, University of Delhi in collaboration with Northern Regional Centre, Indian Council of Social Science Research (ICSSR), 1–2 March 2024.
 13. Riyanka Jain and Dr. Manisha Rao (2024). Investigating social responsibility in higher education through bibliometric analysis. Paper presented at the International Conference on “India and Europe in a Changing World: Understanding Global Dynamics and Navigating New Realities”, Mata Sundari College for Women, University of Delhi, 16 February 2024.
 14. Riyanka Jain and Dr. Manisha Rao (2024). Digitization of Indian values and knowledge systems in higher education: A transformative journey. Paper presented at the National Seminar on “Indian Values and Knowledge System in Higher Education”, Internal Quality Assurance Cell, Sri Guru Gobind Singh College of Commerce, University of Delhi, 15 February 2024.
 15. Riyanka Jain and Dr. Deepti Gupta (2024). Exploring the influence of digital marketing strategies on customer purchase intention: A case study of students of University of Delhi. Paper presented at the International Conference “India @2030: Third Largest Economy in the World”, organized by Jesus and Mary College, University of Delhi and sponsored by ICSSR, 29–30 January 2024.
 16. Riyanka Jain and Dr. Kiran Chanda (2023). Significance of digital marketing in the fashion industry: A bibliometric analysis. Paper presented at the International Research Conference on Innovations and Transformations Impacting Economy and Business in the Digital Era, Lal Bahadur Shastri Institute of Management, 25 November 2023.
 17. Riyanka Jain and Dr. Manisha Rao (2023). Analyzing the empowering role of women in social media: A bibliometric study. Paper presented at the Two-Day National Seminar on “Women in Decision Making Roles in Corporates”, organized by Non-Collegiate Women’s

Education Board (NCWEB), University of Delhi in collaboration with the National Commission for Women, 2–3 November 2023.

18. Riyanka Jain and Dr. Manisha Rao (2023). The significance of digital marketing in higher education: An examination via bibliometric analysis. Paper presented at the International G20 Conference on “Resilient Approaches for New World Order & Viksit Bharat”, organized by Shaheed Bhagat Singh College, University of Delhi, Dr. Ambedkar International Centre, New Delhi, 25 September 2023.
19. Riyanka Jain and Dr. Manisha Rao (2023). The prominent instruments employed in the implementation of blended learning in higher education. Paper presented at the 7th International Conference “Management Education 5.0: Aligning NEP Agenda with Digitization and Global Practices (ANEPDGP-2023)”, organized by Zakir Husain Delhi College in association with GL Bajaj Institute of Management and Research, Greater Noida, 8 September 2023.
20. Riyanka Jain and Dr. Kiran Chanda (2023). A bibliometric analysis of the importance of sustainability in influencer marketing. Paper presented at the National Conference on “Sustainable Business Practices in the New Normal”, PCJ School of Management, Maharaja Agrasen University, 17–18 March 2023.
21. Riyanka Jain and Dr. Satvinder Kaur (2020). A study of Delhi University colleges ranked in top 100 by National Institutional Ranking Framework. Paper presented at the International Conference on “Achieving Excellence in Higher Education”, sponsored by Indian Council of Social Science Research (ICSSR), organized by Delhi School of Professional Studies & Research and hosted by Deen Dayal Upadhyaya College, University of Delhi, January 2020.

Awards and Distinctions

1. Outstanding Women Researcher Award on the occasion of the Global Iconic Women Award Ceremony organized by Research Education Solutions, a Micro Enterprise registered with MSME, Government of India, on International Women’s Day, 8th March 2026.
2. Received Academic Excellence Award in INTERNATIONAL CONFERENCE AND AWARD CEREMONY organised BY RESEARCH EDUCATION SOLUTIONS, A Micro Enterprise Registered under MSME, Government of India in the International Conference on "Innovation, Disruption, and the Future of Management, Technology and Social Sciences" on 10 May 2025.
3. Best Paper Award for presenting the paper titled “AI Drivers of Investment Behaviour among Youth: A Study of Fintech Adoption Intention and Satisfaction” at the 13th International Conference on Business & Management, 2026 on the theme “Entrepreneurship, Innovation, and Leadership in Urban-Rural Bharat: Pathways to Viksit Bharat@2047 and the SDGs”, organized by the Department of Commerce, Shaheed Bhagat Singh College, on 6th February 2026.
4. Best Paper Award (Management Category) for presenting the paper titled “From Tradition to Transformation: Exploring the Role of the Indian Knowledge System in Modern Education and the Global Economy” at the International Conference on “Indian Knowledge System: From Glorious Past to Bright Future”, organized by Maharaja Agrasen University, I.K. Gujral Punjab Technical University, and Baba Mastnath University, on 4–5 April 2025.
5. Best Paper Award in the Technical Session on “Research Paper Presentations on

Contemporary Issues” for presenting the paper titled “Leveraging AI in Influencer Marketing: Opportunities and Ethical Challenges for Brands” at the XXVII Annual International Seminar (June 28–29, 2025) on the theme “Development of Individual, Society, and Global Economy”, organized jointly by Delhi School of Professional Studies and Research (DSPSR), Society for Human Transformation and Research (SHTR), Divine International Group of Institutions, Divine Education Trust, and Rotary Club of Delhi Maurya.

6. Best Paper Award for the paper titled “A Study of Delhi University Colleges Ranked in Top 100 by National Institutional Ranking Framework” at the ICSSR-sponsored International Conference on “Achieving Excellence in Higher Education”, organized by Delhi School of Professional Studies & Research and hosted by Deen Dayal Upadhyaya College, University of Delhi, January 2020.

Association With Professional Bodies

1. Professional Member of Institution for Educational Research and Publication – Life Member
2. Member of Research Education Solutions– Life Member

Other Activities

1. Keynote speaker at the International Conference on "Convergence of Multidisciplinary Academic Domains: Advancing Knowledge Through Integrated Research" on 08 November 2025 (Saturday) organised by Research Education Solutions, A Micro Enterprise Registered under MSME, Government of India, In association with Idream Group of Institutions.
2. Keynote speaker at International Conference on "Future Frontiers towards Viksit Bharat 2047: Scholarly Dialogue on Business, Technology, Social Sciences & Learning Ecosystems" on 10 July 2025 organised by RESEARCH EDUCATION SOLUTIONS, A Micro Enterprise Registered under MSME, Government of India and NMIET-B SCHOOL, BHUBANESWAR.