

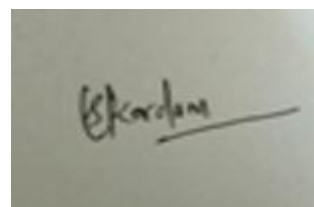


## Faculty Details Proforma DU

Title	DR.	First Name	SHWETA	Last Name	KUMAR	Photograph
Designation	ASSOCIATE PROFESSOR					
Address	H.NO.9/122 SUBHASH STREET VISHWAS NAGAR SHAHDARA DELHI-110032					
Phone No	Office	011129258544				
	Residence					
	Mobile	9871387104				
Email	kardam_shweta@yahoo.in <a href="mailto:shwetakumar@cvs.du.ac.in">shwetakumar@cvs.du.ac.in</a>					
Web-Page						
Educational Qualifications						
Degree	Institution				Year	
Ph.D.	JAMIA HAMDARD, NEW DELHI				2022	
M.PHIL.	THE GLOBAL OPEN UNIVERSITY,NAGALAND				2009	
PG	MOTILA NEHRU COLLEGE, UNIVERSITY OF DELHI				2006	
UG	KAMLA NEHRU COLLEGE, UNIVERSITY OF DELHI				2004	
ANY OTHER QUALIFICATION	NET QUALIFIED, UGC				2006	
Career Profile						
<b>Presently Teaching In College of Vocational Studies, As Associate Professor from 17/07/2008 to the Date.</b>						
Administrative Assignments						
<ul style="list-style-type: none"><li>• Appointed as the Deputy Superintendent of SOL Examination 2022-2023.</li><li>• Appointed as the Staff Council Secretary of the College for Academic Year 2023-24.</li><li>• Appointed as the Admission Convener for the Academic Year 2023-24</li><li>• Member of the Verification Committee for the Academic Year 2022-23.</li><li>• Member of the Magazine Committee for the Academic Year 2022-23.</li></ul>						
Areas of Interest / Specialization						
<ul style="list-style-type: none"><li>• Marketing Management</li><li>• Green Marketing</li><li>• Consumer Behavior</li></ul>						
Subjects Taught						
<ul style="list-style-type: none"><li>• Principles of Marketing</li><li>• Legal Aspects of Marketing</li><li>• Services Marketing</li><li>• International Business</li></ul>						

Time table of the subjects taught during the current semester				
S.No.	Subject	Days	Time	Classroom
1	Principles of Marketing	5 Days	9.30 a.m	NB-03
2.	Principles of Marketing	3 Days	10.30 a.m	NB-109
Research Guidance				
<i>Research Project Guidance to Marketing Management Students</i>				
Publications Profile				
<ul style="list-style-type: none"> <li>• Green Consumerism - Emerging Trends and Evolving Consumer Perception In India ‘International Journal of Advance Research (IJAR), ISSN: 2320-5407, 8(08), 269-278.</li> <li>• Factors Determining the Parents’ satisfaction for Online Primary Education during a Pandemic (COVID-19), IOSR Journal of Humanities And Social Science (IOSR-JHSS), Volume 25, Issue 8, Series 5 (August. 2020) 27-35.</li> <li>• An Analytical Study Of The Factors Affecting Consumers’ Perception Towards Green Consumer Durable Products In Delhi / NCR, UGC Care Listed Journal, ISSN No: 2278-7925, Volume-13, No.-2, (B) (January-March) 2021.</li> <li>• An Empirical Study Of Consumers’ Perception And Acceptance Towards Green Consumer Durable Products In Delhi/NCR, UGC Care Listed Journal, Volume-13, No-3 (B) (April-June) 2021, Pp: 63-68</li> <li>• Impact of Social Norms on consumer perception towards green consumer durable products: An analytical study in Delhi/NCR, World Journal of Advanced Research and Reviews, 2022, 16(03), 315-325.</li> <li>• Consumer Perception and Purchase Intention for Green Consumer Durable Products: An Analytical Study, 2022. Taylor &amp; Francis Group.</li> </ul>				
Publications in the Last one year				
<ul style="list-style-type: none"> <li>• Impact of Social Norms on consumer perception towards green consumer durable products: An analytical study in Delhi/NCR, World Journal of Advanced Research and</li> </ul>				

<p>Reviews, 2022, 16(03), 315-325.</p> <ul style="list-style-type: none"> <li>• Consumer Perception and Purchase Intention for Green Consumer Durable Products: An Analytical Study, 2022. Taylor &amp; Francis Group.</li> </ul>
<p>Conference Organization/ Presentations (in the last three years)</p>
<ul style="list-style-type: none"> <li>• Presented a paper titled ‘An Analytical study on Scope, Reach, and Expansion of Green Consumer Durable Products in Delhi, 8<sup>th</sup> international Conference organized by Jaipuria Institute of Management, 18-20 Feb 2021</li> <li>• Consumer Perception and Purchase Intention for Green Consumer Durable Products: An Analytical Study, Fore international Business Conference,2020.</li> <li>• Consumer Perception, Attitude and Purchase Behavior for organic food products in India, GOCU ICON 2022</li> </ul>
<p>Research Projects (Major Grants/Research Collaboration)</p>
<p>N.A.</p>
<p>Awards and Distinctions</p>
<p>N . A</p>
<p>Association With Professional Bodies</p>
<p>N.A</p>
<p>Other Activities</p>



Signature of Faculty Member

- You are also requested to also give your complete resume as a DOC or PDF file to be attached as a link on your faculty page.