



Kirori Mal College

(University of Delhi)

University of Delhi, Delhi-110007

(Phone No. - 011-7121 9084 : Email - principal@kmc.du.ac.in)



Print Date : 02-06-2026

1. Personal Profile

Title: **Mr.** First Name: **RAVI** Last Name: **SHUKLA**

Designation: **ASSISTANT PROFESSOR** Mobile No. -----

Phone No. (Office) ----- Phone No. (Residence): -----

Email: **ravishukla@kmc.du.ac.in** Webpage: -----



Facebook: ----- Twitter: -----

LinkedIn: ----- Instagram: -----

Youtube: ----- Research Gate Link: -----

Google Scholar Link: -----

Address: -----

2. Educational Qualifications

| Degree/ Certification | Institution | Year |
|-----------------------|---|------|
| MBA | Gurugobind Singh Indraprastha University, Delhi | 2019 |
| BCA | Gurugobind Singh Indraprastha University, Delhi | 2017 |
| UGC NET | University Grants Commission | 2019 |
| MBA | Guru Gobind Singh Indraprastha University | 2019 |

3. Career Profile & Administrative Assignments

| Category | Role/ Designation | Department/ Committee | Date From - To | Remarks |
|----------------|---------------------|--|---------------------------|---------|
| CAREER PROFILE | ASSISTANT PROFESSOR | COMMERCE KIRORI MAL COLLEGE, DELHI | 04.Aug.2023 - Till date | |
| CAREER PROFILE | ASSISTANT PROFESSOR | COMMERCE SWAMI SHRADDHANAND COLLEGE, DELHI | 17.Jan.2022 - 17.Mar.2023 | |

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|----------------------------|--------|--|---------------------------|---|
| ADMINISTRATIVE ASSIGNMENTS | MEMBER | COMMERCE KIRORI MAL COLLEGE, DELHI | 05.Sep.2023 - Till date | Comercio (Department of Commerce Biennial Magazine) |
| ADMINISTRATIVE ASSIGNMENTS | MEMBER | ALL DEPARTMENT Proctorial Committee | 30.Jun.2024 - Till date | |
| ADMINISTRATIVE ASSIGNMENTS | MEMBER | ALL DEPARTMENT Annual Magazine Committee | 10.Oct.2023 - 01.Jul.2024 | |

4. Other Profiles

Other Profile Name/ Description

SUBJECTS TAUGHT

Principles of Marketing, Business Laws, Investing in Stock Market, Advertising and Personal Selling, E-Commerce, Digital Marketing

UG/ PG RESEARCH PROJECTS/ INTERNSHIPS

Worked as a marketing intern with Indian Oil Corporation Limited, Delhi

5. Research Guidance

| Year | Guide For | Title of the Dissertation/ Thesis | Scholar Name | Status |
|------|-----------|-----------------------------------|--------------|--------|
|------|-----------|-----------------------------------|--------------|--------|

6. Research Projects

| Year | Title of Project | Sponsorship Agency | Duration | Amount Sanctioned | Date of Sanction |
|------|------------------|--------------------|----------|-------------------|------------------|
|------|------------------|--------------------|----------|-------------------|------------------|

7. Publications

| Category | Publication Name | Title | Name of Author | Reference Link/ DOI Link | Publication (Month-Year) |
|-------------------------------|--|---|---------------------------|--------------------------|--------------------------|
| JOURNAL PAPER (International) | Review Study on Factors Affecting Consumer Behaviour | Asian Journal of Management and Commerce | RAVI SHUKLA (Sole Author) | | March 2022 |
| JOURNAL PAPER (International) | A Review Paper on Digital Marketing | International Journal of Research in Marketing Management and Sales | Ravi Shukla (Sole Author) | | April 2022 |

8. Books

| Category | Book Name | Title | Name of Author | ISSN/ ISBN Number |
|----------|-----------|-------|----------------|-------------------|
|----------|-----------|-------|----------------|-------------------|

9. Faculty Achievements

| Year | Category of Achievement | Role | National/ International etc. | Name | Date From-To |
|-------------|------------------------------------|-------------|-------------------------------------|--|---------------------------|
| 2023 | FACULTY INDUCTION PROGRAM ATTENDED | PARTICIPANT | National | NEP 2020 : Pedagogical Imperatives for Higher Education, Faculty Induction Program | 02.Dec.2023 - 08.Dec.2023 |

Mr. RAVI SHUKLA