



# Kirori Mal College

(University of Delhi)

University of Delhi, Delhi-110007

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



Print Date : 22-05-2026

## 1. Personal Profile

Title: **Dr.** First Name: **JYOTI** Last Name: **KASANA**



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

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

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

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

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

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

Google Scholar Link: -----

Address: -----

## 2. Educational Qualifications

| Degree/ Certification | Institution                              | Year |
|-----------------------|--|------|
| B.A (Prog)            | Lakshmibai College (University of Delhi) | 2006 |
| M.B.A                 | Gautam Budh Technical University         | 2010 |
| M.Com                 | Indira Gandhi National Open University   | 2014 |
| Ph.D                  | Jagannath University                     | 2019 |

## 3. Career Profile & Administrative Assignments

| Category                   | Role/ Designation   | Department/ Committee       | Date From - To            | Remarks  |
|----------------------------|---------------------|-----------------------------|---------------------------|--|
| ADMINISTRATIVE ASSIGNMENTS | ASSISTANT PROFESSOR | COMMERCE KIRORI MAL COLLEGE | 01.Jul.2024 - 30.Apr.2025 |  |
| ADMINISTRATIVE ASSIGNMENTS | CONVENER            | COMMERCE KIRORI MAL COLLEGE | 01.May.2024 - 30.Apr.2025 | I have served as a convener of COMSOC The commerce Society of Commerce Department. |

|                            |                     |  |                           |  |
|----------------------------|---------------------|--|---------------------------|--|
| ADMINISTRATIVE ASSIGNMENTS | MEMBER              | ADMISSIONS COMMITTEE FOR B.A (P) & B.COM. (P) KIRORI MAL COLLEGE | 25.Jun.2024 - 09.Jul.2025 |  |
| ADMINISTRATIVE ASSIGNMENTS | MEMBER              | ALUMNI COMMITTEE KIRORI MAL COLLEGE                              | 25.Jun.2024 - 08.Jul.2025 |  |
| ADMINISTRATIVE ASSIGNMENTS | MEMBER              | COMMITTEE FOR COMMON COURSES KIRORI MAL COLLEGE                  | 25.Jun.2024 - 19.Jun.2025 |  |
| ADMINISTRATIVE ASSIGNMENTS | MEMBER              | SPORTS COUNCIL KIRORI MAL COLLEGE                                | 25.Jun.2024 - 26.Jun.2025 |  |
| ADMINISTRATIVE ASSIGNMENTS | MEMBER              | STUDENT UNION ACTIVITIES COMMITTEE KIRORI MAL COLLEGE            | 25.Jun.2024 - 26.Jun.2025 |  |
| ADMINISTRATIVE ASSIGNMENTS | MEMBER              | GYM COMMITTEE KIRORI MAL COLLEGE                                 | 25.Jun.2024 - 26.Jun.2025 |  |
| ADMINISTRATIVE ASSIGNMENTS | MEMBER              | EQUAL OPPORTUNITY CELL KIRORI MAL COLLEGE                        | 25.Jun.2024 - 26.Jun.2025 |  |
| ADMINISTRATIVE ASSIGNMENTS | MEMBER              | WORKLOAD COMMITTEE KIRORI MAL COLLEGE                            | 25.Jun.2024 - 26.Jun.2025 |  |
| CAREER PROFILE             | ORGANIZER           | KIRORI MAL COLLEGE KIRORI MAL COLLEGE                            | 07.Mar.2025 - 08.Mar.2025 |  |
| CAREER PROFILE             | ASSISTANT PROFESSOR | COMMERCE Shri Ram College of Commerce                            | 06.Jan.2025 - 11.Jan.2025 | Completed one short term program on Business Analytics using "R" organized by the MMTC, SRCC in offline mode from 06, Jan, 2025 to Jan 11, 2025 under the MMTTP of the Ministry of Education, Government of India with A+ overall Grade. |
| CAREER PROFILE             | RESOURCE PERSON     | KIRORI MAL COLLEGE KIRORI MAL COLLEGE                            | 26.Sep.2024 - 20.Oct.2024 | Served a session as a Resource Person in an Add-on certificate course on "Design Thinking and Innovation" jointly organized by Kirori Mal College and Samarth Bharat (Duration of 40 hours)  |
| CAREER PROFILE             | NODAL OFFICER       | KIRORI MAL COLLEGE Udhmodaya E-College at KMC                    | 10.Mar.2025 - Till date   | Nominated as a nodal officer for Udhmodaya E-College at KMC, University of Delhi   |
| CAREER PROFILE             | CONVENER            | COMMERCE KIRORI MAL COLLEGE                                      | 12.Feb.2025 - 12.Feb.2025 | Organised a field trip of students to Bombay Stock Exchange, Delhi Branch for 3rd year students of Commerce on 12/02/2025  |
| CAREER PROFILE             | COORDINATOR         | COMMERCE KIRORI MAL COLLEGE                                      | 19.Dec.2024 - Till date   | Appointed as departmental IQAC Coordinator for the Academic session 2024-2025.   |

#### 4. Other Profiles

##### Other Profile Name/ Description

##### MOOCS/ SWAYAM-NPTEL/ OTHER ONLINE COURSES COMPLETED WITH CERTIFICATION

SWAYAM ARPIT ONLINE COURSE CERTIFICATION FOR SUCCESSFULLY COMPLETD THE ARPIT COURSE for Career Advancement Scheme (CAS) promotion Refresher Course in Commerce.

#### 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) | An Empirical Study on the effect of Business Ethics on the Company's' CSR Practices | Transstellar Publication                                       | Dr. Jyoti Kasana & Dr. N.K. Gupta (Joint Author, Corresponding Author)              | <a href="http://dx.doi.org/10.24247/ijbmrdec20173">http://dx.doi.org/10.24247/ijbmrdec20173</a> | December 2017            |
| JOURNAL PAPER (International) | Organisational Culture and its impact on CSR: A Statistical Validation              | Asian Journal of Research in Business Economics and Management | Dr. Jyoti Kasana & Dr. N.K. Gupta (Joint Author, Corresponding Author)              | 10.5958/2249-7307.2017.00147.5  | August 2017              |
| JOURNAL PAPER (National)      | Corporate Governance failure in India: Case Study of Satyam and Reebok              | Invertis Journal of Management                                 | Dr. Priyanka Kaushik Sharma & Dr. Jyoti Kasana (Joint Author, Corresponding Author) |   | June 2016                |
| JOURNAL PAPER (International) | Strategies and customers' response in telecommunication industry                    | International Journal of Scientific Engineering and Technology | Dr. Jyoti Kasana (First Author, Corresponding Author)                               |   | March 2014               |

|                                    |  |   |  |   |                |
|------------------------------------|--|---|--|---|----------------|
| JOURNAL PAPER (International)      | Use of IT in Stock Exchange and Census Library                               | International Journal of Management Sciences and Technology           | Dr. Jyoti Kasana & Mr. Naveen Chaudhary (First Author, Corresponding Author) | <a href="https://doi.org/10.32804/IRJMST">https://doi.org/10.32804/IRJMST</a> | July 2014      |
| JOURNAL PAPER (International)      | Analysis of various social networking sites                                  | International Research Journal of Management Science and Technology   | Dr. Jyoti Kasana & Mr. Naveen Chaudhary (Joint Author, Corresponding Author) | <a href="https://doi.org/10.32804/IRJMST">https://doi.org/10.32804/IRJMST</a> | September 2014 |
| JOURNAL PAPER (International)      | Impact of Celebrity Endorsement on consumer buying behaviour                 | International Research Journal of Commerce, Arts and Science          | Dr. Jyoti Kasana & Mr. Naveen Chaudhary (First Author, Corresponding Author) | 10.32804/CASIRJ   | July 2014      |
| JOURNAL PAPER (International)      | Customer satisfaction of E-Banking in SBI- A Descriptive study in Delhi City | International Research Journal of Management Sociology and Humanities | Dr. Jyoti Kasana & Mr. Rambir (First Author, Corresponding Author)           | 10.32804/IRJMSSH  | July 2014      |
| JOURNAL PAPER (International)      | A Comparative case study of e-Bay and Amazon in online shopping              | International Research Journal of Commerce, Arts and Science          | Dr. Jyoti Kasana & Mr. Naveen Chaudhary (First Author, Corresponding Author) | 10.32804/CASIRJ   | July 2014      |
| CHAPTER IN EDITED BOOKS (National) | Viksit Bharat @2047 Transformative role of commerce management & Technology  | MGM Publishing House  | Dr. Jyoti Kasana (Corresponding Author)                                      | 10.62823/MGM/2025/9788198191335   | January 2025   |

## 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 |
|------|-------------------------|------|------------------------------|------|--------------|
|------|-------------------------|------|------------------------------|------|--------------|

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|------|---|------------------------|---------------|---|------------------------------|
| 2014 | INVITED LECTURES/<br>RESOURCE PERSON/<br>PAPER<br>PRESENTATIONS<br>ATTENDED | PARTICIPANT            | National      | UGC Sponsored National Seminar on<br>"CSR issues and Challenges in India"                                 | 18.Sep.2014 -<br>19.Sep.2014 |
| 2017 | INVITED LECTURES/<br>RESOURCE PERSON/<br>PAPER<br>PRESENTATIONS<br>ATTENDED | PARTICIPANT            | National      | National Conference on "Innovation<br>and Challenges in Indian Economy"                                   | 24.Apr.2017 -<br>24.Apr.2017 |
| 2018 | INVITED LECTURES/<br>RESOURCE PERSON/<br>PAPER<br>PRESENTATIONS<br>ATTENDED | PARTICIPANT            | National      | National Conference-VINC18  | 14.Mar.2018 -<br>15.Mar.2018 |
| 2020 | INVITED LECTURES/<br>RESOURCE PERSON/<br>PAPER<br>PRESENTATIONS<br>ATTENDED | PARTICIPANT            | International | International Conference on Evolving<br>Trends in Interdisciplinary Research &<br>Practices-III           | 13.Nov.2020 -<br>15.Nov.2020 |
| 2014 | WORKSHOP/ SEMINAR/<br>CONFERENCE<br>ATTENDED                                | PARTICIPANT            | National      | UGC Sponsored National Conference<br>on "E-Business: Issues & Challenges<br>in Indian Perspective"        | 11.Mar.2014 -<br>12.Mar.2014 |
| 2013 | WORKSHOP/ SEMINAR/<br>CONFERENCE<br>ATTENDED                                | PARTICIPANT            | National      | National Conference on<br>Transformational Leadership   | 06.Apr.2013 -<br>06.Apr.2013 |
| 2013 | WORKSHOP/ SEMINAR/<br>CONFERENCE<br>ATTENDED                                | PARTICIPANT            | National      | Workshop on foundation course<br>"Business Entrepreneurship and<br>Management"                            | 25.Jun.2013 -<br>02.Oct.2023 |
| 2019 | WORKSHOP/ SEMINAR/<br>CONFERENCE<br>ATTENDED                                | ORGANIZER              | National      | National Conference on Emerging<br>Challenges of Environment Health,<br>Society & Policies                | 15.Feb.2019 -<br>16.Feb.2019 |
| 2021 | WORKSHOP/ SEMINAR/<br>CONFERENCE<br>ATTENDED                                | CONVENER               | International | International Conference on the topic<br>"CSR: Legal, Social and Ethics"                                  | 25.Jul.2021 -<br>25.Jul.2021 |
| 2023 | FACULTY INDUCTION<br>PROGRAM ATTENDED                                       | ASSISTANT<br>PROFESSOR | National      | 4 WEEK FACULTY INDUCTION<br>PROGRAM   | 21.Aug.2023 -<br>19.Sep.2023 |
| 2023 | FACULTY<br>DEVELOPMENT<br>PROGRAM ATTENDED                                  | ASSISTANT<br>PROFESSOR | College       | NEP 2020 Orientation & Sensitization<br>Programme   | 07.May.2024 -<br>16.May.2024 |
| 2023 | FACULTY<br>DEVELOPMENT<br>PROGRAM ATTENDED                                  | ASSISTANT<br>PROFESSOR | National      | One week FDP on Design Thinking<br>and Innovation   | 14.May.2024 -<br>21.May.2024 |
| 2023 | FACULTY<br>DEVELOPMENT<br>PROGRAM ATTENDED                                  | ASSISTANT<br>PROFESSOR | National      | One week interdisciplinary faculty<br>development programme on "Financial<br>Literacy & Wealth Management | 16.Oct.2023 -<br>21.Oct.2023 |

|      |                                      |             |          |  |                           |
|------|--------------------------------------|-------------|----------|--|---------------------------|
| 2024 | REFRESHER COURSE ATTENDED            | PARTICIPANT | National | NEP 2020 orientation and sensitization program under MM-TTP of UGC organized by centre for professional Development in Higher Education , University of Delhi from 7th May 2024 to 16th May 2024 | 07.May.2024 - 16.May.2024 |
| 2024 | FACULTY DEVELOPMENT PROGRAM ATTENDED | PARTICIPANT | National | 5 Days FDP on Innovation and Entrepreneurship, Udhmodaya Foundation University of Delhi  | 01.Apr.2025 - 05.Apr.2025 |

**Dr. JYOTI KASANA**