



Kirori Mal College

(University of Delhi)

University of Delhi, Delhi-110007

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



Print Date : 15-02-2026

1. Personal Profile

Title: **Mr.** First Name: **AAKASH** Last Name: **PUNIT**

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

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

Email: **aakashpunit@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.B.S | University of Delhi | 1997 |
| M.B.A | Sikkim Manipal University | 2011 |
| M.Phil | Mewar University, Rajasthan | 2018 |

3. Career Profile & Administrative Assignments

| Category | Role/ Designation | Department/ Committee | Date From - To | Remarks |
|----------------|---------------------|---|---------------------------|---------|
| CAREER PROFILE | ASSISTANT PROFESSOR | COMMERCE KIRORI MAL COLLEGE, DELHI | 15.Feb.2016 - Till date | |
| CAREER PROFILE | ASSISTANT PROFESSOR | COMMERCE COLLEGE OF VOCATIONAL STUDIES, DELHI | 31.Jul.2015 - 15.Feb.2016 | |
| CAREER PROFILE | ASSISTANT PROFESSOR | COMMERCE Cluster Innovation Centre, University of Delhi | 28.Aug.2014 - 30.May.2015 | |

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|----------------------------|---------------------|--|---------------------------|---|
| CAREER PROFILE | ASSISTANT PROFESSOR | COMMERCE RAMANUJAN COLLEGE, DELHI | 24.Jul.2013 - 22.May.2014 | |
| CAREER PROFILE | ASSISTANT PROFESSOR | COMMERCE HANS RAJ COLLEGE, DELHI | 07.Jan.2013 - 22.May.2013 | |
| ADMINISTRATIVE ASSIGNMENTS | TEACHER-IN-CHARGE | COMMERCE Kirori Mal College University of Delhi | 01.May.2024 - 30.Apr.2025 | |
| ADMINISTRATIVE ASSIGNMENTS | IN-CHARGE | COMMERCE Kirori Mal College, University of Delhi | 01.May.2024 - 30.Apr.2025 | Admission In-Charge of B.Com(Hons) Department of Commerce |

4. Other Profiles

Other Profile Name/ Description

SUBJECTS TAUGHT

Principles of Marketing

Fundamentals of Investment

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 (National) | Emergence & Rise of Dalit Entrepreneurship | Anveshika | Aakash punit (First Author) | | March 2013 |
| JOURNAL PAPER (National) | A study into Employment Capacity of India, China and Malaysia | International Journal of Development Studies and Research | Aakash punit (First Author) | | October 2017 |

| | | | | | |
|-------------------------------|--|--|-----------------------------|-------------------------------|----------------|
| JOURNAL PAPER (National) | Deductive Analysis of India, China and Malaysia in Tourism Sector for Capacity Building in Employment | International Analytical and Experimental Modal Analysis | Aakash punit (Joint Author) | | November 2019 |
| JOURNAL PAPER (National) | Infrastructural Analysis and Tourism Trends in India, China and Malaysia | Journal of Interdisciplinary Cycle Research | Aakash punit (Joint Author) | | January 2020 |
| JOURNAL PAPER (International) | Artificial Intelligence & Mathematical Modelling - Based Techniques to improve Social Media Marketing | Journal of Computer Science | Aakash Punit (Joint Author) | | September 2025 |
| JOURNAL PAPER (National) | Decoding Digital Footprints: A Comprehensive Review of AI Techniques for Analyzing and Predicting Social Media User Behavior | journal of Emerging Technologies and Innovative Research | Aakash Punit (First Author) | | June 2025 |
| JOURNAL PAPER (International) | Artificial Intelligence and Mathematical Modelling-Based Techniques to Improve Social Media Marketing | Journal of Computer Science | Aakash Punit (Joint Author) | DOI: 10.3844/jcssp.2025.78.87 | September 2024 |

8. Books

| Category | Book Name | Title | Name of Author | ISSN/ ISBN Number |
|-----------------|---|-----------------------------|-------------------------|-------------------|
| BOOK (National) | Business, Entrepreneurship and Management | Aakash punit (First Author) | Shivalik Prakhan, India | |
| BOOK (National) | Information Technology | Aakash punit (First Author) | Shivalik Prakhan, India | |
| BOOK (National) | Business, Entrepreneurship and Management | Aakash punit (First Author) | Shivalik Prakhan, India | |
| BOOK (National) | Information Technology | Aakash punit (First Author) | Shivalik Prakhan, India | |
| BOOK (National) | Sales and Marketing | Aakash punit (First Author) | Shivalik Prakhan, India | |

9. Faculty Achievements

| Year | Category of Achievement | Role | National/ International etc. | Name | Date From-To |
|------|--------------------------------------|--------|------------------------------|--|---------------------------|
| 2016 | FACULTY DEVELOPMENT PROGRAM ATTENDED | MEMBER | National | Research Methodology and Data Analysis | 02.May.2016 - 08.May.2016 |
| 2017 | FACULTY DEVELOPMENT PROGRAM ATTENDED | MEMBER | National | OR-88 | 31.May.2017 - 28.Jun.2017 |
| 2018 | FACULTY DEVELOPMENT PROGRAM ATTENDED | MEMBER | National | Entrepreneurship | 24.Sep.2018 - 08.Oct.2018 |

| | | | | | |
|------|--|--------|---------------|--|---------------------------|
| 2019 | REFRESHER COURSE ATTENDED | MEMBER | National | 16th three week refresher course in Commerce and Mangement studies | 28.Jan.2019 - 16.Feb.2019 |
| 2019 | FACULTY DEVELOPMENT PROGRAM ATTENDED | MEMBER | National | Entrepreneurship | 25.Jun.2019 - 29.Jun.2019 |
| 2019 | FACULTY DEVELOPMENT PROGRAM ATTENDED | MEMBER | National | Emerging trends in Research Methodology | 07.Oct.2019 - 12.Oct.2019 |
| 2019 | WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED | MEMBER | National | Personal Financial Tax and Planning | 16.Nov.2019 - 16.Nov.2019 |
| 2019 | REFRESHER COURSE ATTENDED | MEMBER | National | 17th 2- week refresher course in Commerce and Mangement studies | 18.Nov.2019 - 30.Nov.2019 |
| 2020 | WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED | MEMBER | National | Technology and Innovations: Changing Face of Business | 31.Jan.2020 - 31.Jan.2020 |
| 2021 | FACULTY DEVELOPMENT PROGRAM ATTENDED | MEMBER | National | Systematic Literature Review and Meta Analysis | 10.Aug.2021 - 16.Aug.2021 |
| 2021 | REFRESHER COURSE ATTENDED | MEMBER | National | Advanced Research Methodology | 20.Aug.2021 - 03.Sep.2021 |
| 2022 | WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED | MEMBER | International | Data analytics in Business and Marketing | 21.Apr.2022 - 22.Apr.2022 |
| 2023 | WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED | MEMBER | International | Role of Commerce and Business | 11.Jan.2023 - 12.Jan.2023 |
| 2023 | FACULTY DEVELOPMENT PROGRAM ATTENDED | MEMBER | National | Fundamentals of Research, Systematic Literature Review & Bibliometric Analysis | 07.Aug.2023 - 11.Aug.2023 |

Mr. AAKASH PUNIT