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: **AAKASH**   Last Name: **PUNIT**

Designation: **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
Ph.D	University of Delhi	2026

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	
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

Dr. AAKASH PUNIT