



# Kirori Mal College

(University of Delhi)

University of Delhi, Delhi-110007

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



Print Date : 02-07-2026

## 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 MMTPP 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.
ADMINISTRATIVE ASSIGNMENTS	MEMBER	COMMERCE KIRORI MAL COLLEGE	28.Apr.2026 - 29.Apr.2026	Member of the core Organising Committee of the International Interdisciplinary Conference 2026, Organised under the aegis of IQAC, Kirori Mal College, University of Delhi, on 28th-29th April 2026.

#### 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
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#### 6. Research Projects

Year	Title of Project	Sponsorship Agency	Duration	Amount Sanctioned	Date of Sanction
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#### 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/IRJMST	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
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## 8. Books

Category	Book Name	Title	Name of Author	ISSN/ ISBN Number
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## 9. Faculty Achievements

Year	Category of Achievement	Role	National/ International etc.	Name	Date From- To
2014	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	PARTICIPANT	National	UGC Sponsored National Seminar on "CSR issues and Challenges in India"	18.Sep.2014 - 19.Sep.2014
2017	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	PARTICIPANT	National	National Conference on "Innovation and Challenges in Indian Economy"	24.Apr.2017 - 24.Apr.2017
2018	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	PARTICIPANT	National	National Conference-VINC18	14.Mar.2018 - 15.Mar.2018
2020	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	PARTICIPANT	International	International Conference on Evolving Trends in Interdisciplinary Research & Practices-III	13.Nov.2020 - 15.Nov.2020
2014	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	PARTICIPANT	National	UGC Sponsored National Conference on "E-Business: Issues & Challenges in Indian Perspective"	11.Mar.2014 - 12.Mar.2014
2013	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	PARTICIPANT	National	National Conference on Transformational Leadership	06.Apr.2013 - 06.Apr.2013
2013	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	PARTICIPANT	National	Workshop on foundation course "Business Entrepreneurship and Management"	25.Jun.2013 - 02.Oct.2023
2019	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	ORGANIZER	National	National Conference on Emerging Challenges of Environment Health, Society & Policies	15.Feb.2019 - 16.Feb.2019

2021	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	CONVENER	International	International Conference on the topic "CSR: Legal, Social and Ethics"	25.Jul.2021 - 25.Jul.2021
2023	FACULTY INDUCTION PROGRAM ATTENDED	ASSISTANT PROFESSOR	National	4 WEEK FACULTY INDUCTION PROGRAM	21.Aug.2023 - 19.Sep.2023
2023	FACULTY DEVELOPMENT PROGRAM ATTENDED	ASSISTANT PROFESSOR	College	NEP 2020 Orientation & Sensitization Programme	07.May.2024 - 16.May.2024
2023	FACULTY DEVELOPMENT PROGRAM ATTENDED	ASSISTANT PROFESSOR	National	One week FDP on Design Thinking and Innovation	14.May.2024 - 21.May.2024
2023	FACULTY DEVELOPMENT PROGRAM ATTENDED	ASSISTANT PROFESSOR	National	One week interdisciplinary faculty development programme on "Financial Literacy & Wealth Management"	16.Oct.2023 - 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**