



Kirori Mal College

(University of Delhi)

University of Delhi, Delhi-110007

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



Print Date : 24-06-2026

1. Personal Profile

Title: **Prof.** First Name: **PUSHPENDER** Last Name: **KUMAR**

Designation: **PROFESSOR** Mobile No. **9213235831**

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

Email: **pkumar@kmc.du.ac.in** Webpage: **Pksurya (google.com)**



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

LinkedIn: <https://www.linkedin.com/in/dr-pushpender-kumar-surya-75903568/>

Instagram: -----

Youtube: https://www.youtube.com/channel/UCaJuJ6_z8tRFimc6OBmTS0g
<https://www.researchgate.net/profile/Pushpender-Kumar-3>

Research Gate Link:

Google Scholar Link: **NA**

Address: **16 B, STREET NO 6 NEW KRISHNA NAGAR DELHI - 110051**

2. Educational Qualifications

Degree/ Certification	Institution	Year
Post Doc	Alliant International University CA USA	2015
Ph.D	Faculty of Management Studies University of Delhi	2011
Master of International Business	Kurukshetra University	1999
Bachelor of Business Studies	College of Business Studies University of delhi	1996
Bachelor of Business studies	college of Business studies University of Delhi	1996
Master of International Business	Kurukshtra university	1999

3. Career Profile & Administrative Assignments

Category	Role/ Designation	Department/ Committee	Date From - To	Remarks
CAREER PROFILE	PROFESSOR	COMMERCE KIRORI MAL COLLEGE, DELHI	21.May.2021 - Till date	

CAREER PROFILE	MEMBER	PORTAL COMMITTEE KIRORI MAL COLLEGE, DELHI	01.Jul.2023 - 30.Jun.2024	
CAREER PROFILE	MEMBER	ADVENTURE CLUB KIRORI MAL COLLEGE, DELHI	01.Jul.2023 - 30.Jun.2024	
CAREER PROFILE	MEMBER	PROVIDENT FUND COMMITTEE KIRORI MAL COLLEGE, DELHI	01.Jul.2023 - 30.Jun.2023	
ADMINISTRATIVE ASSIGNMENTS	MEMBER	IQAC SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES, DELHI	15.Sep.2023 - Till date	
CAREER PROFILE	MEMBER	OTHERS KIRORI MAL COLLEGE, DELHI	09.Nov.2023 - 26.Nov.2008	ICC- Internal complaint committee
ADMINISTRATIVE ASSIGNMENTS	MEMBER	PROVIDENT FUND COMMITTEE Kirori Mal college	01.Aug.2023 - 30.Jun.2024	
ADMINISTRATIVE ASSIGNMENTS	MEMBER	HOSTEL ADMISSION COMMITTEE Kirori Mal college	01.Jul.2023 - 30.Jun.2024	
CAREER PROFILE	VISITING PROFESSOR	ALL DEPARTMENT Department of Finance and Business Economics	15.Jul.2024 - 30.Nov.2024	Has taught as Guest Faculty "Marketing Research Course to MBA (Business Economics) University of Delhi, South campus

4. Other Profiles

Other Profile Name/ Description

AREAS OF INTEREST/ SPECIALIZATION

Research Methodology, Case study, Marketing, Entrepreneurship

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

Online course - Faculty Development Programme Module - IV measurement Model Analysis May - July 2022 20 hours duration part of Advanced certificate programme in Academic Research on Data Analysis organized by Indian Institute of Management Kozhikode.

CONTRIBUTION TOWARDS DEVELOPMENT OF E-CONTENTS/ MOOCS

Design E-content for SOL, University of Delhi for MBA and M.com courses.

Lesson - 1 Hypothesis design and testing

FACULTY DEVELOPMENT PROGRAM (FDP) ORGANIZED

Coordinated ATAL Online Faculty Development Program on " Design thinking from Oct 26, 2020, to Oct 30, 2020, under All India Council for Technical Education.

FACULTY DEVELOPMENT PROGRAM (FDP) ORGANIZED

Jt. Convener, One Week FDP on Design Thinking and Innovation from Sept 11 - 18, 2023, organized by UDHMODYA Foundation - University of Delhi, and IoE, University of Delhi and Samarth Bharath, in association with Mahatma Hansraj Faculty Development Centre - Hansraj College, University of Delhi. Venue: Room No. 313, 3rd floor, Maharishi Kanad Bhawan, North Campus, University of Delhi.

FACULTY DEVELOPMENT PROGRAM (FDP) ORGANIZED

Convener of one week (online) interdisciplinary FDP on "Financial Literacy & Wealth Management from oct 16-21, 2023 organized by Kirori Mal College, University of Delhi in collaboration with Hansraj Malaviya Mission Teacher Training Centre, Hansraj College, University of Delhi.

AWARDS AND DISTINCTIONS

UGC-HRDC, Guru Ghasidas Vishwavidyalaya, Bilaspur (CG) Feedback of Resource Persons (Year 2023-24) Refresher Course on Emerging technology in Academic Accreditation & Ranking

FACULTY DEVELOPMENT PROGRAM (FDP) ORGANIZED

Design thinking FDP one week at University of Delhi for faculty members from Sep 11, 2023

OTHERS

Paper setting

B.com H Sem - V principles of Marketing - 22411501 Dec 2023 CBCS mode

OTHERS

Paper setting- Marketing Research

Course: MBE - III semester Department of Business Economics and Finance south campus

duration Sep to Dec 2024

Paper code: 424802306

SUBJECTS TAUGHT

Taught "Marketing Research" course to the MBA (Business Economics) programme students of the Department of finance and Business Economics from July 2025 to December 2025 as Guest Faculty.

5. Research Guidance

Year	Guide For	Title of the Dissertation/ Thesis	Scholar Name	Status
2022	Ph. D.	IMPACT OF ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT (E-CRM) ON CUSTOMER LOYALTY IN RELATION TO CUSTOMER EXPERIENCE AND CUSTOMER SATISFACTION IN THE BANKING INDUSTRY	Anupreet Kaur Mokha	Awarded
2023	Ph. D.	public finance	Ashmeet kaur	Pursuing
2027	Ph. D.	Impact of Digital Marketing on MSMEs	Vipin Kumar	Pursuing
2026	Ph. D.	Impact of Digital financial literacy on financial Well-Bing : A study on faculty in universities of Delhi-NCR	Ashmeet Kaur C-97/11	Submitted

6. Research Projects

Year	Title of Project	Sponsorship Agency	Duration	Amount Sanctioned	Date of Sanction
2022	Assessing the impact of Pandit Madan Mohan Malviya National Mission on Teachers and Training (PMMMNTT) scheme with special reference to Faculty Development Centre on teaching-learning skill of teachers in rural India.	ICSSR	1 year 6 months	350000	21.Mar.2022
2019	The socio-economic impact of Pradhan Mantri Mudra Yojna on women empoeerment in India.	ICSSR	12 months	400000	18.Nov.2019
2024	Strategy for higher attrition rates among non-supervisory staff' level due to digitalization in Banking, financial services and insurance (BFSI)	Institute of Eminence University of Delhi	12 months	400000	30.May.2024

7. Publications

Category	Publication Name	Title	Name of Author	Reference Link/ DOI Link
JOURNAL PAPER (International)	Examining the interconnections between E-CRM, customer experience, customer satisfaction and customer loyalty: A mediation approach	Journal of Electronic Commerce in Organizations (JECO)	Pushpender kumar & Anupreet kaur Mokha (Joint Author)	10.4018/JECO.292474

JOURNAL PAPER (International)	Using the technology acceptance model (TAM) in understanding customers' behavioural intention to use E-CRM: Evidence from the Banking Industry.	Benchmarking: An International Journal	Kumar, P., Mokha, A. K., & Pattnaik, S. C. (Joint Author)	DOI 10.1108/BIJ-10-2020-0528
JOURNAL PAPER (International)	Linking electronic customer relationship management and customer loyalty through serial mediation of customer experience and customer satisfaction	International Journal of Electronic Customer Relationship Management Vol. 14, No. 2	Dr. Pushpender Kumar, Dr. Anupreet Kaur Mokha (Joint Author)	https://doi.org/10.1504/IJECRM.2024.138642
JOURNAL PAPER (National)	Understanding Digital Financial Literacy And Its Role In Financial Behaviour And Financial Well-Being	JIM QUEST : Journal of Management and Technology	Prof. Pushpender Kumar & Dr. Ashmeet Kaur (Joint Author)	https://jaipuriamba.edu.in/wp-content/uploads/2024/09/JIM-Quest-Jan-Jun
JOURNAL PAPER (National)	Exim Policy and Make in India: Analysing the synergy and policy conflicts	The Indian Economic Journal	Dr. Pushpender Kumar (Joint Author)	https://www.researchgate.net/publication/387559934_Exim_Policy_and_M
JOURNAL PAPER (National)	A study of Merger and Acquisition of Indian Banks with special reference to Canara Bank.	The Indian Economic Journal	Dr. Pushpender Kumar (Joint Author)	https://www.researchgate.net/publication/387559584_A_Study_of_Merge

JOURNAL PAPER (National)	E-CRM Dynamics: Exploring the Pathways to Customer Loyalty via Moderated-mediation Analysis	JIM Quest	Prof. Pushpender Kumar & Dr. Anupreet Kaur Mokha (Joint Author)	https://jaipuriamba.edu.in/wp-content/uploads/2025/01/JIM-QUEST-VOL-
JOURNAL PAPER (National)	Impact of professional development program of Teacherseaching learning skills of	Bihar journal of Public adminstration	Pushpender kumar Dr Anshu, Anupreet kaur Mokha (Joint Author)	http://www.iipabiharbranch.org/upload/BJPA%20Vol%20XXI%20No.%20
JOURNAL PAPER (International)	Teachers' perception of online teaching and its effects on learning outcome during Covid-19: an India based mixed method study	JOURNAL OF E-LEARNING AND KNOWLEDGE SOCIETY Vol. 18, No. 2 (2022), pp. 11-21	Jaswinder kumar Pushpender kumar (Joint Author)	https://doi.org/10.20368/1971-8829/1135450

8. Books

Category	Book Name	Title	Name of Author	ISSN/ ISBN Number
BOOK (National)	Business Research Methods and Analytics	Pushpender Kumar & Sumit Kumar Sharma (Joint Author)	Taxmann Publication New Delhi	9789390712717
BOOK (National)	Edited book on Digitalization of Indian Economy - An engine of Sustainable Growth	Pushpender Kumar & Rajeev kumar Agarwal (Joint Author)	Manish publications New Delhi 110090	987-81-938046-3-6
BOOK (National)	Electronic Customer Relationship Management Electronic Customer Relationship Management Impact on Customer Loyalty in the Banking Industry	Prof. Pushpender Kumar and Dr. Anupreet kaur mokha (Joint Author)	Writers Choice Publications Pvt. Ltd E-71, Ground Floor, Street No. 3, Rama Park Road, Mohan Garden, New Delhi-110059 Website: writerschoice.in E-mail: info@writerschoice.in	: 978-81-967373-6-8
BOOK (University)	Research Methodology	Prof. Pushpender Kumar (Sole Author)	Pandit sunderlal Sharma Open University, chattisgarh	978-93-9357-78-1

BOOK (National)	Business Research Methods - A Hands on Approach with SPSS	Prof. Pushpender Kumar & Dr. Anupreet Kaur Mokha (First Author)	Taxmann Publication	9789371267069
BOOK (National)	Business Research Methodology with Practical Applications using SPSS and Excel	Prof. Pushpender Kumar & Dr. Anupreet Kaur Mokha (First Author)	Taxmann Publication	9789371267694

9. Faculty Achievements

Year	Category of Achievement	Role	National/ International etc.	Name	Date From- To
2023	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	National	2-Week Refresher Course in Economics Commerce & Managements from 07th November to 21st November, 2023	15.Nov.2023 - 15.Nov.2023
2023	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	National	Interdisciplinary Refresher Course on "Advancing Research Methodology In Social Sciences	16.Nov.2023 - 16.Nov.2023
2023	FACULTY DEVELOPMENT PROGRAM ATTENDED	PARTICIPANT	National	Data analytics for business	04.Aug.2023 - 17.Aug.2023
2023	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	PROFESSOR	National	National conference on Public Administration and citizen centric governance: Priorities, Policies and strategies	23.Nov.2023 - 24.Nov.2023
2023	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	National	Refresher Course on Emerging technology in Academic Accreditation & Ranking organized by UGC-Human Resource Development Centre (HRDC) of Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.) from 09/10/2023 to 21/10/2023.	11.Oct.2023 - 11.Oct.2023
2023	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	National	online value added program on Writing Research Papers and Publication ethics.	11.Sep.2023 - 11.Sep.2023

2022	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	National	55th Refresher Course in Economics to deliver a Lecture in 55th Refresher Course in Economics through online mode organized by HRDC-JNU: October 6, 2022 from 02.00 pm to 03.30 pm	06.Oct.2022 - 06.Oct.2022
2023	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	PROFESSOR	National	one week FDP on Higher Education	12.Aug.2023 - 12.Aug.2023
2023	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	International	Joint International conference on Re-Imagining Businesses: Leveraging technology & Green practices	18.Aug.2023 - 18.Aug.2023
2023	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	National	workshop on RM	27.Jun.2023 - 28.Jun.2023
2023	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	National	Two week Training programmes on Research Methodology in Social Sciences for Research Scholars/Faculty Members Dec 5 to 17, 2023	14.Dec.2023 - 14.Dec.2023
2023	FACULTY DEVELOPMENT PROGRAM ATTENDED	PARTICIPANT	National	online faculty development program in Pedagogy and research methods	22.Jun.2020 - 28.Jul.2020
2023	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	National	National conference on National policy 2020: Perspectives, challenges and way forward	03.Nov.2023 - 04.Nov.2023
2023	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	College	workshop on innovation and creativity in Business and management practices	13.Dec.2023 - 13.Dec.2023
2023	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	National	Refresher Course on Emerging technology in Academic Accreditation & Ranking organized by UGC-Human Resource Development Centre (HRDC) of Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.) from 09/10/2023 to 21/10/2023.	11.Oct.2023 - 11.Oct.2023

2023	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	University	Social skills for self development at workplace as part of one-week skill enhancement program for non-teaching staff of university of Delhi	03.Oct.2023 - 03.Oct.2023
2024	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	University	"Inovation and Creativity in Business Practices" in our Post Graduate Diploma Program from 6:00 pm to 7:00 pm.	11.Jan.2024 - 11.Jan.2024
2023	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	National	f 2-Week Refresher Course in Economics Commerce & Managements from 07th November to 21st November, 2023 organised by the UGC-Human Resource Development Centre, Jamia Millia Islamia, New Delhi.	15.Nov.2023 - 15.Dec.2023
2024	SEMINAR ATTENDED	PARTICIPANT	National	National Seminar on Indian Knowledge system in Education: The way forward	11.Jan.2024 - 11.Jan.2024
2024	SEMINAR ATTENDED	CHAIRMAN	National	National Seminar on Indian Knowledge system in Education: The way forward	11.Jan.2024 - 11.Jan.2024
2023	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	International	Two Days International Multidisciplinary Seminar Blended mode on Relevance of Sanatan Economic Thought in Present Context	14.Mar.2024 - 15.Mar.2024
2024	SEMINAR ATTENDED	PARTICIPANT	International	A Day Long International Conference to Celebrate Africa Day 2024	31.May.2024 - 31.May.2024
2024	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	JURY MEMBER	National	4th Case Writing Competition & Conference 2024	16.Sep.2024 - 16.Sep.2024
2024	SEMINAR ATTENDED	SPEAKER	National	National Seminar on Effectiveness of Skill Development in Empowering Youth	02.Mar.2024 - 02.Mar.2024
2024	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	INVITED SPEAKER	College	PROF. N. Krishnamoorthy Memorial Lecture	29.Jan.2024 - 29.Jan.2024
2024	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	CHAIRMAN	International	3rd International Conference on Digital Transformation Towards sustainable Development in Future, Vision : Viksit Bharat @2027	08.Mar.2024 - 09.Mar.2024
2024	FACULTY INDUCTION PROGRAM ATTENDED	RESOURCE PERSON	National	7th Faculty Induction Program Jan 6 to Feb 4, 2024	23.Jan.2024 - 23.Jan.2024
2024	SEMINAR ATTENDED	CHAIRMAN	National	National Seminar on Indian Knowledge System in Education	11.Jan.2024 - 12.Jan.2024

2024	SEMINAR ATTENDED	PAPER PRESENTER	National	National seminar on Indian Knowledge System in Education : The way forward	11.Jan.2024 - 12.Jan.2024
2024	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	INVITED SPEAKER	University	Lecture on Innovation and creativity in business and Management	22.Feb.2024 - 22.Feb.2024
2024	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	RESOURCE PERSON	University	Short term Capacity Building programme on RM from March 11-16, 2024	14.Mar.2024 - 14.Mar.2024
2024	ONLINE CERTIFICATE COURSE/ TRAINING PROGRAMS ATTENDED	RESOURCE PERSON	National	FDP on Basics of Research Methodology and issues in Plagiarism	23.Mar.2024 - 23.May.2024
2024	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	MEMBER	National	Two DAYS WORKSHOP on the role of dIGITALIZATION IN MSME creation and growth	12.Apr.2024 - 13.Apr.2024
2024	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	RESOURCE PERSON	National	Ten Days Research Methodology Course for M.Phil/Ph.d research scholars in social sciences	27.Jan.2024 - 27.Jan.2024
2024	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	CHAIRMAN	International	2nd International Conference on emerging Technologies and sustainable Business Practices	28.Jun.2024 - 29.Jun.2024
2024	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	University	Induction program	26.Jul.2024 - 27.Jul.2024
2024	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	RESOURCE PERSON	National	short term course in RM	07.Aug.2024 - 07.Aug.2024
2024	FACULTY DEVELOPMENT PROGRAM ATTENDED	RESOURCE PERSON	College	FDP on NAAC Accreditation Essentials	06.Sep.2024 - 06.Sep.2024
2024	SEMINAR ATTENDED	SPEAKER	National	Indo-pacific Region: Opportunities and Challenges	07.Sep.2024 - 07.Sep.2024
2024	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	INVITED SPEAKER	University	Induction Program	11.Sep.2024 - 11.Sep.2024
2024	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	College	Guest lecture on unlocking the secret of Research methodology	20.Sep.2024 - 20.Sep.2024

2024	NATIONAL/ INTERNATIONAL FELLOWSHIPS (IOE, FRSC, etc.) ATTENDED	RESOURCE PERSON	National	National Seminar on " SAMARTH BHARAT UDYOG 4.0- A Roadmap Towards India's Global Business Leadership " on 6th & 7th September 2024, sponsored by ICSSR	06.Sep.2024 - 06.Sep.2024
2024	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	University	lecture on Use of AI in research	01.Oct.2024 - 01.Oct.2024
2024	NATIONAL/ INTERNATIONAL FELLOWSHIPS (IOE, FRSC, etc.) ATTENDED	SPEAKER	International	International Seminar on Investment in Children's & Students' Development	24.Oct.2024 - 25.Oct.2024
2024	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	National	10 days RM course in social sciences	13.Nov.2024 - 13.Nov.2024
2024	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	INVITED SPEAKER	National	National seminar on global south and role of India and impact on economy	25.Nov.2024 - 25.Nov.2024
2024	WORKSHOP/ SEMINAR/ CONFERENCE ATTENDED	OTHERS	International	4th International Conference on Global Innovations in Management and Social Sciences	29.Nov.2024 - 30.Nov.2024
2024	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	National	Two weeks - ICSSR - workshop on AI tools in Research Methodology at Gautam Budh University, Greater Noida	06.Dec.2024 - 06.Dec.2024
2024	FACULTY DEVELOPMENT PROGRAM ATTENDED	RESOURCE PERSON	National	one week FDP on Advanced Tools & Techniques for RM at JIMS New Delhi	13.Dec.2024 - 13.Dec.2024
2025	INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATIONS ATTENDED	RESOURCE PERSON	National	Ten Days Research Methodology Course in Social Sciences sponsored By ICSSR organized by Dept of Economics Central University of H.P. Dehra	03.Jan.2025 - 03.Jan.2025

Prof. PUSHPENDER KUMAR