




# SLC (University of Delhi) Shyam Lal College



NAAC A++

## Faculty Profile

<b>Title</b>	Dr.	<b>First Name</b>	Ruchika	<b>Last Name</b>	Ramakrishnan	<b>Photograph</b> 
<b>Designation</b>	Professor					
<b>Department</b>	Commerce					
<b>Address</b>	Shyam Lal College, Shahdara, University of Delhi-110032					
<b>Email</b>	rramakrishnan@shyamlal.du.ac.in					
<b>Web-Page</b>						

### **Educational Qualifications:**

Degree	Subject	University/ College/Institution	Year
Ph. D.	Management	Faculty of Management Studies(FMS), University of Delhi	2015
M. Phil.	Commerce	Dept. of Commerce, Delhi School of Economics, University of Delhi	2002
JRF and NET	Commerce	University Grants Commission	2000
SLET, Maharashtra	Commerce	University of Pune	2000
M. Com.	Commerce	Dept. of Commerce, Delhi School of Economics, University of Delhi	1998
B. Com. (Hons.)	Commerce	Shri Ram College of Commerce(SRCC), University of Delhi	1996

### **Experience:**

	Name of the University/College/ Institute/Organisation	Designation & Status (Permanent/Ad-hoc)	From	To	Effective time period
Teaching	Shyam Lal College, University of Delhi	Professor (Academic Level 14)	January 1, 2022	Till Date	In continuation since Jan 1, 2022
	Shyam Lal College, University of Delhi	Associate Professor (Academic Level 13A)	April 15, 2017	December 31, 2021	4 Years 8.5 months
	Shyam Lal College, University of Delhi	Assistant Professor (Selection Grade/Academic Level 12)	April 15, 2014	April 14, 2017	3 Years
	Shyam Lal College, University of Delhi	Assistant Professor (Senior Scale/Academic Level 11)	April 15, 2009	April 14, 2014	5 Years
	Shyam Lal College, University of Delhi	Assistant Professor (Academic Level 10)	July 16, 2008	April 14, 2009	5 Years including past experience

	Hans Raj College, University of Delhi	Lecturer (Ad-hoc)	November 20, 2006	April 30, 2008	
	Shri Ram College of Commerce, University of Delhi	Lecturer (Ad-hoc)	July 21, 2005	April 30, 2006	
	Shri Ram College of Commerce, University of Delhi	Lecturer (Temporary)	December 5, 2000	October 31, 2001	
	Janki Devi Memorial College, University of Delhi	Lecturer (Ad-hoc)	October 23, 2000	December 4, 2000	
	Janki Devi Memorial College, University of Delhi	Lecturer (Ad-hoc)	August 17, 1999	April 30, 2000	
	Kamala Nehru College, University of Delhi	Lecturer (Ad-hoc)	February 2, 1999	March 30, 1999	
Research/ Corporate	The Delhi School of Communication, Gautam Nagar, Delhi	Academic Coordinator	August 1, 2000	October 1, 2000	
	Citibank, New Delhi	Trainee	August 1996	November 1996	
Consultancy					

### Teaching-Learning Process (Academic Year 2022-23 Onwards)

Are You using ICT (LMS, E-Resources)?	If yes, please give the details below:	
	Name	Total Numbers
E-Resources	All the databases provided by the University of Delhi	
Techniques and Platforms	Google Classroom, Google Meet, Zoom, Cisco Webex	4

### Career Advancement and Contribution to the University/College Corporate Life (Academic Year 2022-23 Onwards)

	Name of the Committee/ Centre/ Society/ Cell	Designation	From	To
Convenor/Member of Committees	Examination Disciplinary Committee, Nominated by Hon'ble Vice Chancellor, University of Delhi	Member	July 22, 2023	Till Date
	Timetable Committee, Shyam Lal College	Convenor (Commerce)	July 2023	Till Date
	Workload Committee, Shyam Lal College	Member	July 2023	Till Date
	Examination Committee, Shyam Lal College	Member	July 2023	Till Date
	Centre for Industry Interaction (CII), Shyam Lal College	Convenor	Since July 2022	
	Purchase Committee, Shyam Lal College	Member	Since July 2022	
	Library Development	Member	Since July 2022	

Committee, Shyam Lal College			
Alumni Affairs Committee, Shyam Lal College	Advisor	Since July 2022	
Stock Verification Committee, Shyam Lal College	Convenor	Since July 2022	
Admission Grievance Committee, Shyam Lal College	Convenor	July 2023	October 2023
University Brochure Committee for the 100th Annual Convocation of the University of Delhi held on February 24, 2024	Member	January 2024	February 2024
Convocation Hall Preparation, Dais Management & Reception Committee for the 100th Annual Convocation of the University of Delhi held on February 24, 2024	Member	January 2024	February 2024
Central Admission Grievance Redressal Committee	Member	July 18, 2023	October 2023
Examination Grievance Redressal Committee, Dean Examinations Office, University of Delhi	Member	April 28, 2023	July 2023
SC/ST/OBC/EWS Admission Helpdesk, Shyam Lal College	Convenor	July 2022	June 30, 2023
Internal Complaints Committee UGC- ICC Grievance Redressal Mechanism	Member	July 2022	June 30, 2023
Committee on Dais Management for the Valedictory Ceremony of the Centenary Celebrations, Notified by the Registrar, University of Delhi	Chairperson	June 22, 2023	June 30, 2023
Committee for Release of Commemorative Documents and Virtual Launch of Initiatives for the Valedictory Ceremony of the Centenary Celebrations, Notified by the Registrar, University of Delhi	Convenor	June 22, 2023	June 30, 2023
Committee for Programme Documentation of the Centenary, Centenary Celebrations, University of Delhi	Member Secretary	September 9, 2022	June 30, 2023
Programme Management Committee for the Centenary Celebrations, University of Delhi	Member	July 2022	June 30, 2023
Thematic Committee on	Member	July 2022	June 30, 2023

	Invitation & Brochures for the Centenary Celebrations, University of Delhi			
	University Brochure Committee for the 99 <sup>th</sup> Annual Convocation of the University of Delhi held on February 25, 2023	Member	December 2022	February 2023
	Convocation Hall Preparation, DIAS Management and Reception Committee for the 99 <sup>th</sup> Annual Convocation of the University of Delhi held on February 25, 2023	Member	January 2023	February 2023
	VIP Lounge Management Committee for the 99 <sup>th</sup> Annual Convocation of the University of Delhi held on February 25, 2023.	Member	January 2023	February 2023
	Central Admission Grievance Redressal Committee, University of Delhi	Member	October 11, 2022	December 2022
	Central Evaluation Committee, Dean Examinations Office, University of Delhi	Coordinator	May 12, 2022	August 2022

Any Other Administrative Responsibility (Bursar, Coordinator, Superintendent etc.)	Economically Weaker Sections (E.W.S.) Reservation, Shyam Lal College	Liaison Officer	Since July 2022	
	Students' Union Election 2023-2024- DUSU and College Student Union, Shyam Lal College	Returning Officer	August 28, 2023	October 2023
	Centenary Celebrations, Shyam Lal College	Nodal Officer	July 2022	June 30, 2023

### Areas of Interest/Specialisation

S.No.	Areas of Interest/ Specialisation
1	Marketing
2	Brand Management

### Subjects Taught

S.No.	Subject	S.No.	Subject
1.	Advertising and Personal Selling	4.	Marketing for Beginners
2.	Advertising, Personal Selling and Salesmanship	5.	Fundamentals of Marketing
3.	Principles of Marketing	6.	Sales Promotion & Public Relations

**Publications: Citation Index in Scopus/Web of Science or Pub Med/ Indian Citation Index**

Title of Paper	Name of the Author	Title of the Journal	Year of Publication	Citation Index	H-Index	Institutional affiliation as mentioned in the publication	Number of citations excluding self-citations	Impact factor, if any
	Ruchika Ramakrishnan			i-10 Index - 2	H-Index of the author -2			
Relationship between Brand Experience and Brand Loyalty, Mediators – Satisfaction and Brand Trust: A Conceptual Framework	Ruchika Ramakrishnan	Business Analyst	2021			Shyam Lal College		
Marketing Research Ethics: A Literature Survey	Ruchika Ramakrishnan	Aspirare	2021			Shyam Lal College		
Brand Loyalty: Behavioural and Attitudinal Measures- A Literature Review	Ruchika Ramakrishnan	Poseidon: Journal of Commerce, Management and Social Science	2021			Shyam Lal College		
Sustainable Movement: Atmanirbhar Delhi Metro Rail Corporation	Ruchika Ramakrishnan	Aspirare	2020			Shyam Lal College		
Are Brand Experience and Brand Loyalty Different in Product and Service Brands?	Ruchika Ramakrishnan	Business Analyst	2018			Shyam Lal College		

Application of the Brand Experience Scale in the Indian Context	Ruchika Ramakrishnan	Business Analyst	2016			Shyam Lal College		
Are Brand Experience, Satisfaction and Brand Trust Possible Solutions to Brand Loyalty Challenge? An Empirical Investigation	Ruchika Ramakrishnan	Arthavaan	2015			Shyam Lal College		
Do Dimensions of Brand Trust Really Exist? An Empirical Study of Select Service Brands in India	Ruchika Ramakrishnan	Aspirare	2015			Shyam Lal College		
An Empirical Relationship of Brand Experience and Brand Loyalty	Ruchika Ramakrishnan	Poseidon: Journal of Commerce, Management and Social Science	2015			Shyam Lal College		
Brand Experience and Brand Loyalty: A Literature Review	Ruchika Ramakrishnan	Business Analyst	2015			Shyam Lal College		
Customer Perception of Banking Service Quality : A Study of State Bank of India	Ruchika Vohra	The Journal of Institute of Public Enterprises, Hyderabad	2000			Department of Commerce, Delhi School of Economics, University of Delhi	24	

**Books and Chapters in Edited Volumes/Books published, and papers in National /International conference Proceeding during the Year (Academic Year 2022-23 Onwards)**

Title of Book/Paper/ Book Chapter	Publisher	National/International	Year
Rural Marketing in India: Strategies and Challenges- Book	New Century Publications, Delhi, India	National	2006
Impact of Brand Experience on Brand Loyalty: A Study of Select Service Brands (Chapter in an Edited Book- Modern Approach to Marketing /)	Bharti Publications, Delhi, India	National	2016

**Conference/ Seminar/ Symposium/ Workshop/ Presentation (Academic Year 2022-23 Onwards)**

Sr. No.	National/ International/State	Topic	Presentation /Attended /Resource Person	Date	Duration	
1.	International	Incentives for Green Loans and Green Projects: A Survey Study with specific reference to Mongolia	Paper Presentation	November 30, 2023	15 Minutes	Conferences
2.	International	International Business and Economics of <i>Sapta Sindhu</i> : A Historical Transformation and Global Impact	Resource Person	September 25, 2023	1.5 Hours	
3.	International	<i>Bharatiya</i> Business Practices: A Roadmap to Future Sustainability	Resource Person	April 17, 2023	1.5 Hours	
1.	State	Managing Interactions and Public Dealing	Resource Person	February 2, 2023	2 Hours	Works hops

**Research Projects/ Innovation Projects (Major Grants/Research Collaboration)**

S.No.	Title of the Project	Funding Agency	Status/Output
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**Research Guidance (Ph. D./ M. Phil.)**

	No. of Ph.D. Students	No. of M.Phil. Students
Awarded		
Submitted		
Under Progress		

**Fellowships/Awards /Distinctions/Recognitions**

Year of Award	Name of the Fellowship/Award/ Distinction/ Recognition	Designation	Name of the Academic Bodies /Association	International /National/ State
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**Incentive to the teachers who receive recognition/awards**

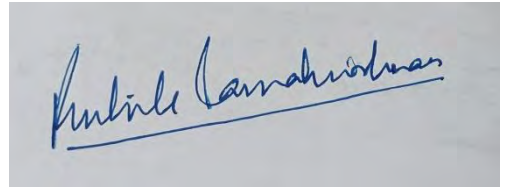
State	National	International

<b>Association with the Professional Bodies</b>				
	Name of the Organisation			Year
Membership				
Any Other				
<b>Development of E-Learning Delivery Process/Material</b>				
S.No.	Title of the Module			Recognized by/Submitted at/ Delivered at any government setup
<b>Refresher/ Orientation Programme/ FDP / Other Specialised Courses – Organised (Academic Year 2022-23 Onwards)</b>				
S.No.	Topic	Name of the Organiser	Place	Duration and Year
1.	Student Development Programme (Add-on Course- 30 Hours) on Personal Taxation Spectrum: From A to Z (Convenor)	Shyam Lal College	Online	30 Hours; February 19-29, 2024
2.	Faculty Development Programme on Proactive Governance for <i>Viksit Bharat @2047</i> (Convenor)	Department of Commerce and IQAC, Shyam Lal College in collaboration with Jamia Millia Islamia-MMTTC	Online	1 Week; January 19-25, 2024
3.	Faculty Development Programme (FDP) on Integrating Sustainability in Higher Education (Convenor)	Department of Commerce and IQAC, Shyam Lal College in collaboration with Mahatma Hansraj Malaviya Mission Teacher Training Centre, Hansraj College, University of Delhi under the aegis of Malaviya Mission Scheme, University Grants Commission	Online	1 Week; December 11-16, 2023
4.	Workshop on Financial Literacy: Need, Challenges & Prospects (TIC of the Department of Commerce for the Academic Session 2023-2024)	Commblaze- The Commerce Association and IQAC, Shyam Lal College in collaboration with Financial Literacy Committee, University of Delhi	Shyam Lal College	1 Day; November 21, 2023
5.	Seminar on Digital Marketing (TIC of the Department of Commerce for the Academic Session 2023-2024)	Commblaze- The Commerce Association in association with IIDE, The Digital School	Shyam Lal College	1 Day; October 31, 2023
6.	Add-on Course on Dynamics of Behavioural Finance- Thinking beyond Rationality (TIC of the Department of Commerce for the Academic Session 2023-2024)	Department of Commerce & IQAC, Shyam Lal College	Online	30 Hours; June 20-30, 2023
7.	Add-on Course on Advanced Excel (TIC of the Department of Commerce for the Academic Session 2023-2024)	Department of Commerce & IQAC, Shyam Lal College	Online	30 Hours; June 19-30, 2023



## **Declaration**

I do hereby solemnly declare that the information given and the statements made by me are correct and true to the best of my knowledge.

A rectangular box containing a handwritten signature in blue ink. The signature is written in a cursive style and reads "Ruchika Ramakrishnan". A horizontal line is drawn underneath the signature.

(Ruchika Ramakrishnan)

**Signature with Full Name**