

DR. RITESH GUPTA

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Near Charkhamba Gurudwara, Rohtak- 124001

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ritesh1215@hotmail.com



- **TEACHING & INDUSTRY EXPERIENCE**

27 Years of Teaching & Industrial Experience.

- **AREA OF INTEREST: *Marketing, HRM and General Management.***

Academic Experience Details:

S.No	Institution	From	To	Designation
1.	R.P.I Institute of Technology, Karnal	Aug'2016	Aug'2025	Professor (Management)
2.	R.P.I Institute of Technology, Karnal	June 2013	Aug'2016	Associate Professor

Professional Experience Details:

S.No.	Period	Companies worked	Profile
1.	June'1998 to June'2003	DCM, IFB, Raymonds	Executive Role
2.	July'2003 to April'2007	Raymond Apparel Ltd.	Regional Head
3.	May'2007 to June'2013	Lotte Shopping, S. Korea, Pantaloon Retail (Future Lifestyle Fashions)	General Manager Role

EDUCATIONAL QUALIFICATION

S.No	Exam/Course	Board/University	Grade
1.	PhD	JNV (State) University, Jodhpur	Defended: Mar'2019
2.	M.Com	IGNOU, New Delhi	Gold Medalist
3.	MBA(Marketing & HR)	GJ University, Hisar	I st Division
4.	Bachelor of Sciences	MD University, Rohtak	-
5.	Senior Secondary	CBSE, New Delhi	-
6.	Matriculation	CBSE, New Delhi	I st Division

RESEARCH PUBLICATIONS (36)

International -18

1. Paper titled *"Implications of inflation on investment decisions- an empirical study"*

published at "International Journal of Research in Commerce, IT & Management"-A monthly, double blind, peer reviewed, refereed International Journal, Vol 4(2014), issue no.3, March 2014, ISSN 2232-5756 Pp 10-13.

2. Paper titled "*Relationship between Indian and Chinese stock markets: an empirical analysis*" published at "ASPIRARE"-An Annual Refereed International Journal of Commerce and Management, Vol4, Shyam Lal College, University of Delhi. Dated September 2017 ISSN 2394-0484 Pp33-37
3. Paper titled "*Role of Tax revenue in Economic Development: A Critical Analysis*" published at Ansal University Business Review, an International Bi-Annual Referred Journal, Vol.5A, Issue 1, January-June 2017, Pp 19-29. ISSN No. 2320-0502, January-June 2017
4. Paper titled "*International Financial Reporting Standards: The Roadmap Ahead*" published at International Journal of Research in Management & Social Science IJRMSS, Vol.5, issue2 (III),April-June 2017 having ISSN:2322-0899, April-June 2017
5. Paper titled "*Application of ABC and Economic Value Added in Indian Corporates*" published at "ASPIRARE"-An Annual Refereed International Journal of Commerce and Management, Vol.3, Shyam Lal College, University of Delhi. September 2016 Having ISSN 2394-0484 Pp13-20
6. Paper titled "*Environment & Management of Sustainable Development: an empirical analysis*" published at International Journal of Management Science review by Infotrack Library solutions with Deptt. of Management, Jamia Hamdard, New Delhi having ISSN:2249-6718 volume 4, Number 1, Jan-June'2015, PP 7-14
7. Paper titled "*Economic recovery and preparedness of Indian Retail*" published at International Journal of Advance Research in Computer Science and Management Studies Vol.2, issue No.5 IJARCSMS having ISSN(Online):2321-7782, ISSN (Print):2347-1778 May'2014
8. Paper titled "*Role of Information Technology and Data Analytics in Retail Industry*" published at Researcher's Voice (A Refereed Journal) Kasturi Ram College of Higher Education, Delhi having Volume: 6, Issue:1, ISSN 2231-6310,June2016-May2017
9. Paper titled "*A study on tax planning in respect of wealth creation of individual assessee*" published at "ASPIRARE"-An Annual Refereed International Journal of Commerce and Management, Vol.7, Shyam Lal College, University of Delhi. September 2020having ISSN2394-0484
10. Paper titled "*Marketing Strategy Development based on Consumer Behavior and Marketing Analytics*" published at "EUROPEAN CHEMICAL BULLETIN"- A peer-reviewed journal indexed in SCOPUS, Vol.12, Special Issue-1, Part B (Mar'2023) having ISSN 2063-5346 Pg. 2581-2591
11. Paper titled "*A new Horizon for Indian Economy Development-Artificial Intelligence and Digitalization*" published at "EUROPEAN ECONOMIC LETTERS"- A peer-reviewed journal indexed in SCOPUS, Vol.13, No. 3 (June'2023) having ISSN 2323-5233, and ISSN-L 2323-5233 and Simple Impact Factor: 0.278, Pg. 763 -770
12. Paper titled "*The role of environmental green Management in sustainable business development*" published at "WORLD JOURNAL OF MANAGEMENT AND ECONOMICS"- A peer-reviewed journal indexed in ABDC, Vol.16, Issue 4 (July' 2023) having E-ISSN 1998-1392.
13. Paper titled "*The impact of Green Human Resource Management Practices and Organizational performance based on AI for Socially responsible and environmental*

Sustainability” published at “WORLD JOURNAL OF MANAGEMENT AND ECONOMICS”- A peer-reviewed journal indexed in ABDC, Vol.16, Issue 4 (July’ 2023) having E-ISSN 1998-1392.

14. Paper titled “*Consumer perception and satisfaction about healthy and diet food products: an analytical study of Jhajjar district, Haryana*” published at “TEC EMPRESARIAL”- by Business School, Instituto Tecnológico de Costa Rica, double-blinded peer-review journal indexed in SCOPUS SCHIMAGO JR, Vol.18, Issue 2 (Dec’ 2023) having E-ISSN: 1659-3359 https://revistas.tecac.cr/index.php/tec_empresarial/article/pdf/2023/1656.pdf
15. Paper titled “*Innovation Management: Strategies for fostering a culture of creativity in Organisations*” published at Library Progress International Vol.44 No.3 July-Dec 2024 having ISSN 0970-1052. Impact Factor: 5.968 (Cosmos) Q3 List of SCOPUS <https://bpasjournals.com/library-science/index.php/journal/article/view/1790>
16. Paper titled “*Short-Term Gains, Long-Term Pain: The Unintended Consequences of Prioritizing Profit Efficiency in Bank-Customer Relationships*” published at ACTA SCIENTIAE Vol.6 No.2 Dec 2023 having ISSN ISSN:1517-4492. Impact Factor: 0.349 Q2 List of SCOPUS with DOI: <https://doie.org/10.0617/AS.2024479192> <https://periodicosulbrabra.org/index.php/acta/article/view/127>
17. Paper titled “*Impact of COVID-19 on Students from Different Socioeconomic Groups In India*” published at ‘Kurdish Studies’ Vol.11 No.3 Nov 2023 having ISSN: 2051-4883. Impact Factor: 5.968 (Cosmos) Q3 List of SCOPUS DOI: 10.53555/ks.v11i3.2886 <https://kurdishstudies.net/article-detail/?id=2886>
18. Paper titled “*Forecasting Stock Volatility in Mergers and Acquisitions: A GARCH Model Approach*” published at ‘Strad Research’ an open access & peer reviewed monthly published research journal, UGC and HEI Recognized | Web of Science Group Vol.11 Issue 7, July 2024 having ISSN: 0039-2049. DOI: <https://doi.org/10.5281/Zenodo.13070571>

National-18

1. Paper titled “*Activity based costing: an edge over traditional costing*” published at The Indian Journal of Socio-economic development Rainbow Educational and Research Foundation, Patna. Pp5-9 having ISSN 2249-958X, Volume 10, April-Sept 2016
2. Paper titled “*Retail Metrics and their growing role in Indian Business Context*” published at Tecnia journal of Management Studies, New Delhi. Tecnia Institute of Advanced Studies having Vol 11, No.1.ISSN 0975-7104 (April 2016-Sept 2016)
3. Paper titled “*Role of Values and Ethics in Business: An Empirical Study*” published at Tecnia Journal of Management Studies, New Delhi. Tecnia Institute of Advanced Studies having Vol 09, No. 2, ISSN No.-0975-7104, Pp15-21 Oct 2014-March 2015
4. Paper titled “*Impact assessment of Demonetization on the Indian Economy*” published at GIBS Conference on Global Information & Business Strategies Gitarattan International Business School, GGSIPU, Delhi.
5. Paper titled “*Human Resources Accounting-Issues and Challenges in the Globalized World*” published at "EDUCATOR" a peer-reviewed and Bi-annual Journal Vol: IX, Fairfield Institute of Management and Technology having Year 2016 (Jun-Dec), ISSN No.2277-9736
6. Paper titled “*An Analysis of Customer Touch Points in Indian Offline Retail*” published at

Contemporary issues in Management Department of Business finance and Economics, Jai Narain Vyas University, Jodhpur having ISBN No.978-81-8484-587-9

7. Paper titled *"Value Addition and Profit Planning-An Empirical Analysis"* published at Journal of Management Research & Insight Banarsidas Chandiwala Institute of Professional Studies having July-Dec' 2015, Vol.9, No. 1, pp 93-99, ISSN: 0975-539X.
8. Paper titled *"Impact of Dividend Announcements on Stock Returns & volatility: A Study of Indian Stock Market"* published at 'MAIMS' Journal of Management Maharaja Agarsain Institute of Management Studies, Delhi pp 52-59, having Vol.10, No.2, October 2015, ISSN 2249-0116
9. Paper titled *"Prospects of Insurance Sector in India: An Empirical Analysis"* published at Lingaya's Journal of Professional Studies -Bi-annual Journal Lingaya's University having (July-Dec2015), ISSN 0975539X, Vol. 9, No.1, pp 93-99
10. Paper titled *"Budget 2014-15 and its implications on the salaried class employee"* published at 'EDUCATOR" Bi-annual peer reviewed journal Vol.VII, pages10-15 Fairfield Institute of Management and Technology having ISSN No.2277-9736, Year2014, (June-Dec).
11. Paper titled *"Evaluating the role of IT in Indian E-Commerce SCM environments"* published at National conference IIMEDII-2015 Vol-2, pages 88-93 Maharaja Surajmal Institute Delhi, having ISBN:978-16-31024-51-1 21st March'2015
12. Paper titled *"Analytical study of foreign investments in retail sector-an FII Perspective"* published at Tecnia journal of Management Studies, New Delhi. Tecnia Institute of Advanced Studies having ISSN:0975-7104
13. Paper titled *"Operational gearing for the economic rebound in Indian Retail"* published at the proceedings of the International conference on Paradigm shift in Hotel and Tourism Industry Institute of Hotel & Tourism Management, MD University, Rohtak on 25-26th March'14
14. Paper titled *"High Attrition rates in Retail & Finding Corrective Measures"* presented at the national conference on Paradigm shift in Hotel and Tourism Industry Institute of Hotel & Tourism Management, MD. University, Rohtak on 25-26th March'14
15. Paper titled *"Role of Innovation in Entrepreneurship of globalised world-A case study"* published at Tecnia journal of Management Studies, NewDelhi. Tecnia Institute of Advanced Studies Vol 13, No.1. having ISSN 0975-7104 (April 2018-Sept 2018)
16. Paper titled *"International Financial reporting standards"* published at AIMT Journal of Management Army Institute of management and technology, Greater NOIDA having ISSN2277-4076 (Vol7) July to Dec'2018. Pp23-29.
17. Paper titled *"Financial inclusion and its role in shaping digital India "A dream or a reality"* published at Tecnia journal of Management Studies, New Delhi. Tecnia Institute of Advanced Studies having Vol. 12, No.1. ISSN 0975-7104 (April 2017-Sept 2017)
18. Paper titled *"GST (Goods and Services Tax) and its impact on Textile Industry in India"* published at Tecnia journal of Management Studies, New Delhi. Tecnia Institute of Advanced Studies having Vol. 18, No.2. ISSN 0975-7104 (October 2023-Mar 2024)

Chairing Technical Session in International Conferences (2)

1. Chaired a session in the International conference on emerging trends in Footwear, fashion and Business Management at FDDI, Rohtak on 28-29 September'2013.
2. Chaired a session in the International Multi-disciplinary seminar on Research

Methodology at IHTM conference hall, MD University, Rohtak on 1st December'2019.

Paper presentation in conferences (17)

National- 9

International-8

Certificate of Appreciation (4)

1. Certificate of Participation in the "Entrepreneurship Summit" held at Delhi Technological University, Delhi on 14th & 15th February' 2015.
2. Certificate of appreciation from Association of Mutual Funds of India (AMFI) for organizing one-day seminar on Mutual fund and NPS Investments, in October' 2020.
3. Certificate of Appreciation from Waljat College of Applied Sciences, Sultanate of Oman, for reviewing chapter in the published book, dated 16th February' 2021
4. Certificate of Appreciation for being a resource person at the International Conference organized by Society for Pathways to Sustainability (Paths) in collaboration with Jai Narain Vyas University, Jodhpur with paper presentation on "Role of Circular Economy and sustainable Development in Making India a Developed Nation" dated 23-24th December' 2024

Key Note Lectures: (19)

1. Certificate of Appreciation for "Guest Lecture of Awareness on business and entrepreneurship" held at FDDI, Rohtak on 20th July'2015.
2. Delivered a session on "Budget conclave 2016" at KIET School of Management, Ghaziabad on 9th March'2016
3. Delivered an Extension lecture on "Personality Development and career counselling" at Government college, Hodal, Haryana on 24th September'2016.
4. Delivered an extension lecture on "Finding the time for time management" at Raffles University, Neemrana, Rajasthan on 25th November'2016.
5. Delivered a lecture session on "Striving Innovation" at the Foundation Day programme of GB Pant University, Pantnagar on 13th November'2017.
6. Delivered a key note guest lecture on "Motivation & Leadership" at the Faculty of Commerce & Management, CRS University, Jind, on 27th November'2017.
7. Delivered a lecture in one-week short term course on "Advancements in Garment Technology" at the Department of Textile Technology, Dr. B.R. Ambedkar National Institute of Technology, Jalandhar, on 25th May'2019.
8. Delivered a lecture in one-week FDP on "Apparel Manufacturing" at the Department of Textile Technology, Dr. B.R. Ambedkar National Institute of Technology, Jalandhar, on 2nd February'2021.
9. Delivered a Guest Lecture on "All about Cryptocurrency" at Chitkara University, Punjab, on 5th June'2021.
10. Delivered a session on "Conflicts of interest" in the 14-day e-refresher program by the IQAC of BM University, Rohtak on 27th June'2021
11. Delivered a session on "Conflicts of interest in Group Discussions" in the 14-day e-refresher program by the IQAC of BM University, Rohtak on 29th June'2021
12. Delivered a session on 'Strategic shift in corporate decision making in retail industry

during pandemic' in the two-week refresher course (16th to 28th August 2021) organized by the UGC, HRDC, and University of Mumbai on 28th August 2021.

13. Delivered a session on 'Omni Channel retail' in the 19th two week refresher course in Commerce and Management studies (10th to 22nd January 2022) organized by the Human Resource Development Centre, Jamia Millia Islamia on 15th January 2022.
14. Delivered a session on 'Marketing the Fin-techs' in the two-week refresher course (28th December'2022 to 10th January 2023) organized by the UGC, HRDC, and University of Mumbai on 6th January 2023.
15. Delivered a session on 'Innovations in Retailing' in the two-week refresher course (20th November'2023 to 4th December 2023) organized by the UGC, HRDC, and University of Mumbai on 1st December' 2023.
16. Delivered a four-day session on 'Retail Management and Operations' in the bridge course (20th December'2023 to 24th December 2023) organized by the Retailer's Association of India with Jaipuria Institute of Management, Jaipur.
17. Delivered a session on 'Ideas for conducting interdisciplinary and collaborative research studies: Action Researches' in the 5th Online Faculty Induction Programme (26th September'2024 to 28th October 2024) organized by the UGC, HRDC, and Kurukshetra University on 28th September 2024.
18. Delivered a session on 'Academic Leadership, Governance and Leadership' in the Orientation and NEP 2020 Sensitization Programme organized by the UGC, HRDC, and Jamia Millia Islamia on 28th October 2024.
19. Delivered a session on 'Digital Transformation and Innovation in Business' in the Refresher course in Commerce, Accountancy and Management organized by the UGC, HRDC, and University of Rajasthan on 21st November 2024.

Books/Chapter(s) Published (8)

1. Chapter titled "Online Education- A New normal in India" in the published book "COVID Pandemic Impact: A Multi-Disciplinary Perspective", ISBN: 978-93-55702-18-0, Book DOI: <https://doi.org/10.22271/ed.book.1799>, AkiNik Publications, Delhi, 1st Edition, Publication Year: 2022, Chapter 1, PP. 01-26
2. Chapter titled "Environmental pollution and the economics of carbon credit" in the published book "Energy and Environment Management Audits", ISBN: 978-93-91538-26-2, Book DOI: <https://doi.org/10.22271/ed.book.1370>, AkiNik Publications, Delhi, 1st Edition, Publication Year: 2021, Chapter 11, PP. 131-141
3. Chapter titled "The Impact of Working Capital Management on Profitability –An Empirical Analysis of Fertilizer Companies in India" in the published book Digitalization, Entrepreneurship and Skilling-the future lies here, ISBN: 9789386432629 Published 10th Mar 2017. <https://www.bloomsbury.com/in/digitalization-entrepreneurship-and-skilling-9789386432629//>
4. Chapter titled "Relationship between Indian & Chinese stock markets: an empirical analysis", in the published book "Competitive strategies in Emerging Markets", ISBN-13:978-93-5316-519 2, ISBN-10:93-5316-519-9, (2018) McGraw Hill Education, Chennai. Part2, Chapter 8 Pp. 137-145.
5. Chapter titled "Impact assessment of demonetization on the Indian economy" in the

published book “Global Information and Business strategies”, ISBN 9789352675449, Gitarattan International Business School, Delhi, Chapter 15, Pp111-120 (2016)

6. Chapter titled “An analysis of customer touch points in Indian offline retail” published in the book “Contemporary issues in management” having ISBN 978-81-8484-587-9, Regal Publications (2015)
7. Chapter titled “High attrition rates in retail and finding corrective measures” in the published book “Talent management in hospitality and tourism industry-issues and challenges”, ISBN 978938181828 2, Intellectual Foundation (India), Chapter 09, Pp 96-103
8. Text book content development for class XII subject ‘Taxation’ for CBSE, Delhi.

Books Published: (2)

1. Author of the book entitled “COVID Pandemic Impact: A Multi-Disciplinary Perspective”, ISBN: 978-93-55702-18-0, Book DOI: <https://doi.org/10.22271/ed.book.1799>, AkiNik Publications, Delhi, 1st Edition, Publication Year: 2022.
2. Author of the book entitled “Innovation and Entrepreneurship for Sustainable Growth”, ISBN: 978-93-57628-83-9, Alpha International Publications, 1st Edition, Publication Year: 2023.

Faculty Development Programmes Attended (6)

1. Attended FDP organized by the Bharati Vidyapeeth Deemed University, Institute of Management & Research, New Delhi on “Financial Econometrics” on 14-16th Feb’2014.
2. Attended FDP organised by the Bharati Vidyapeeth Deemed University, Institute of Management & Research, New Delhi on “Financial Econometrics” on 23-27th September’2015.
3. Attended FDP organised by the Bharati Vidyapeeth Deemed University, Institute of Management & Research, New Delhi on “Advanced Regression & Structure Equation Modelling (SEM) using AMOS” on 16-20th December’2015.
4. Attended FDP organised by the Shyam Lal College (Eve.) University of Delhi, on “Marketing research on 21-26th August’2017.
5. Attended FDP organised by the Maharaja Agrasen Institute of Management Studies, New Delhi on “Data Analysis using SEM & Panel Data” on 11-17th June’2018.
6. Attended a five-day online FDP on “Universal Human Values for Deeksharambh” organised by the Department of Mechanical Engineering National Institute of Technology, Patna on 23-27th November’2020.

Association with other Professional/Academic Bodies

1. Lifetime Member of Indian Commerce Association (ICA).
2. Subject Expert with CBSE, New Delhi for Retailing and Marketing subjects
3. Governor of Haryana’s nominee on the ‘Court’ of CRS (State) University, Jind.
4. Member, Subject expert Group, (Management & Commerce) Consortium for Educational Communication (SWAYAM & MOOCs) of UGC, New Delhi.
5. Subject Expert with Retailers’ Association of India for BBA programme with IGNOU, Delhi
6. Member, Bhartiya Shiksha Board, for Banking and Insurance subjects for 9th to 12th

standard.

AWARDS:

1. Awarded as “Most Engaging Educationist” at the Global Iconic Education Awards- 2022 at the Taj Vivanta, Goa on the 5th March 2022.

PATENT: (National -Filed-1, Granted 1) (International-Published-1)

1. Patent entitled “Marketing Campaign Management System” filed with application no.202111060200 dated 23rd Dec’ 2021 to the office of the Controller General of Patents, Design & Trademarks, DIPP, Delhi.
2. Patent entitled “AI based Smart device for Student Monitoring” registered with UK Design Patent no. 6292 418, granted on 5th July’ 2023 from the office of the Comptroller-General of Patents, Design & Trademarks, Intellectual property office, UK.
3. Patent entitled “Employee Performance Appraisal and Development checking Device” Granted with application no.437490-001 dated 15th Nov’ 2024 by the office of the Controller General of Patents, Design & Trademarks, DIPP, Delhi, issued on 23rd December’ 2024.

PhD Research guidance:

- Two PhD scholar submitted their Ph.D. in Management and Commerce Department.
- One PhD scholar in final stages of thesis submission.

References:

1. Prof. Sunil Kumar, School of Management, Indira Gandhi National Open University, Delhi. Mobile: 9891693917.
Email Id sunilk4gupta@yahoo.co.in
 2. Prof. Sanjiv Mittal, Dean, Guru Gobind Singh Indraprastha University, I-63, Second floor, Ashok Vihar, Phase-I, 110052. Mobile 9899812268.
Email Id. dr_sanjivmittal@yahoo.co.in
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