


## FACULTY DETAILS PROFORMA

Title	Mr.	First Name	RAVI	Last Name	KARAR	Photograph
Designation		ASSISTANT PROFESSOR				
Address; Office		Department of Business Economics, Aryabhata College, Benito Juerez Marg, University of Delhi South Campus, New Delhi-110021				
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Web-Page		--				
<b>Educational Qualifications</b>						
<b>Degree</b>		<b>Institution</b>			<b>Year</b>	
B.Pharma		Maharaja Surajmal Institute of Pharmacy, GGSIPU			2007	
Master of International Business (MIB)		Department of Commerce and Business, Jamia Millia Islamia University			2009	
M.Sc. CRRA		Sikkim Manipal University			2014	
M.Phil.		Department of Commerce Delhi School of Economics, University of Delhi			2019	
UGC-NET		MANAGEMENT (2012), COMMERCE (2019), ECONOMICS/BUSINESS ECONOMICS (2023)				
<b>Career Profile</b>						
<p>Working with Department of Science &amp; Technology, Ministry of Science &amp; Technology, New Delhi since 04<sup>th</sup> February, 2010 before joining Aryabhata College, University of Delhi. Working for more than a decade with Research Administration Wing, Technology Mission Division in dealing with research projects for their research fundings to Central and State Universities and other research institutions in India and abroad. Provide assistance to Director Level for providing research grant to individual centric research project in the area of Nanoscience and Nanotechnology. Promoting Nanoscience across India and Abroad by establishing Research Centre, initiating Post Graduate Teaching Programme along with Visiting Associate ship and post-doctoral fellowship programme in India and Abroad, providing grant to Conferences, Symposia and Seminars on National and International level in collaboration with foreign Universities and Research Centers.</p>						

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<b>Administrative Assignments</b>	
The work at DST provides a platform to learn and explore new vistas to perform and organize the tasks to dealing with research projects in the area of Nanoscience and Technology for their research funding and to promote individual centric research projects. Time-to-time conduct review meeting for evaluation of these projects and facilitate to provide an infrastructure to universities/institutes and Research Centers for implementation of these research projects efficiently for achieving their objectives and findings as an outcome for publishing in scientific literature.	
<b>Areas of Interest / Specialization</b>	
International Business and Foreign Trade, Marketing, Market Research, Development Economics	
<b>Subjects Taught</b>	
Marketing & Digital Marketing, Corporate Finance, Accounting for Managers, Legal Aspects of Business, Strategic Management	
<b>Research Guidance</b>	
<b>Publications Profile</b>	
Research published at Administrative Development: A Journal of HIPA, Shimla. Vol. VII (2)(ii), 2020 entitled “DIGITAL MARKETING: A SUSTAINABLE SOLUTION FOR BUILDING CUSTOMER-BASED BRAND EQUITY FOR ENTREPRENEURS”	
<b>Conference Organization/ Presentations</b>	
<b>(i)</b>	Attended as delegate at 74th ALL INDIA COMMERCE CONFERENCE 2023 during 13-15 December, 2023.
<b>(ii)</b>	Attended and participated Nano India Meet 2017 during 15-16 <sup>th</sup> March, 2017.
<b>(iii)</b>	Organizing and conducting Nanoscience & Nanotechnology Review Meeting on 17 <sup>th</sup> March, 2017.
<b>(iv)</b>	Providing assistance to conduct Nano Science Advisory Group (NSAG-II) meeting held on 14 <sup>th</sup> February, 2017 at INSA, New Delhi.
<b>(v)</b>	Facilitate to conduct Regulatory Framework Advisory Group (RFAG) meeting held on 7 <sup>th</sup> April, 2016 at INSA, New Delhi.
<b>(vi)</b>	Participate and conduct Nanoscience & Nanotechnology Review meeting on 25 <sup>th</sup> February, 2012 at IIT-Delhi.
<b>Research Projects (Major Grants/Research Collaboration)</b>	
1. Research Paper presented and accepted in International Web Conference organized by Amity Business School; Patna held on 31 <sup>st</sup> July to 1 <sup>st</sup> August, 2020 under titled “Sustainable Marketing of Heritage Tourism: A Path-breaking transformation towards Cultural Preservation”.	

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<ol style="list-style-type: none"> <li>2. Research Paper presented in National Conference that held on 18<sup>th</sup> August, 2020 under sponsorship of ICSSR, organized by Department of Commerce, Delhi School of Economics, University of Delhi and PGDAV College, DU under the titled “Commercial and Marketing prospects of Digital Healthcare Devices: Sustainable Business Propositions for Tomorrow”.</li> <li>3. Research Paper presented in International Conference that held on 29-30<sup>th</sup> August, 2020 organized by KIIT, Deemed to be University, Bhubaneswar, Odisha under the titled “CONCEPTUAL ANALYSIS ON EMERGENCE OF DIGITAL AND ONLINE LEARNING PLATFORMS DURING COVID-19 PANDEMIC”</li> </ol>
<b>Awards and Distinctions</b>
Awarded National Fellowship for Person with Disabilities for pursuing doctoral programme awarded by UGC dated 6 <sup>th</sup> November, 2020
<b>Association With Professional Bodies</b>
Associated Institutional membership of Indian Commerce Association Life-time member of All India Pharmacy Association
<b>Other Activities</b>
<ol style="list-style-type: none"> <li>1. Attended ONE WEEK FACULTY DEVELOPMENT PROGRAMME ON “TRANSFORMING GOVERNANCE IN INDIA: ISSUES AND CONCERNS” FROM SEPTEMBER 21-27, 2020</li> <li>2. Participated in Five days Capacity Building Programme on ‘Approaches for Quality Research Paper Writing in High Impact Journals’ organized by Internal Quality Assurance Cell (IQAC), Rajiv Gandhi University, Rono Hills, Doimukh, Arunachal Pradesh from 2<sup>nd</sup> to 6<sup>th</sup> September, 2020.</li> <li>3. Participated in Webinar on “Academic and Scientific writing Catapulting Institutional Visibility” organized by Springer Nature held on 3<sup>rd</sup> August, 2020.</li> <li>4. Attended International Webinar on “Business Education and Research in Digital Era” organized by Indian Accounting Association (IAA), Bhubaneswar branch, Odisha.</li> <li>5. Participated in One day online Workshop on “Bivariate Data Analysis-Hand on Training” on 25<sup>th</sup> July, 2020 organized by IMS, Noida.</li> <li>6. Participated in 7-days Full-time Faculty Development Program on “Time Series and Panel Data Analysis” organized by Ramanujan College, DU.</li> <li>7. Attended Webinar on “New Global Challenges and Opportunities: What lies ahead for India?” organized by Department of Commerce, Sri Aurobindo College, DU under the aegis of IQAC, held on 2<sup>nd</sup> July, 2020.</li> <li>8. Participated in Online Workshop on “Understanding Qualitative Research during Pandemic” organized by Delhi Productivity Council (DPC) held on 1<sup>st</sup> July, 2020.</li> <li>9. Participated in Two days Faculty Development Program on “Research Publication and Ethical Issues” held by HISASHI-Excellence Education Pvt. Ltd. on 28th June-29th June, 2020 from 11:00 AM-1:30 PM.</li> <li>10. Attended Webinar on “THE NEW WORLD ORDER: PREPARING PROFESSIONALS FOR A POST PANDEMIC SCENARIO” <i>organized by Department of Commerce, Sri Aurobindo College, University of Delhi, under the aegis of Internal Quality Assurance Cell on June 13, 2020.</i></li> <li>11. Attended Webinar on “DEMYSTIFYING MUTUAL FUNDS LANDSCAPE” <i>organized</i></li> </ol>

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*by Department of Commerce, Sri Aurobindo College, University of Delhi under the aegis of Internal Quality Assurance Cell on 5<sup>th</sup> June, 2020.*  
*Participated in Webinar on “INVESTMENT BOUQUET FOR THE INDIAN INVESTOR” organized by Department of Commerce, Sri Aurobindo College, University of Delhi under the aegis of Internal Quality Assurance Cell on 21 May, 2020.*