Dr. Vivek is an Assistant Professor in the Department of Commerce and Business Studies at Jamia Millia Islamia, New Delhi. He holds a Ph.D. in Commerce from Jamia Millia Islamia and distinguished himself during his academic journey by securing three Gold Medals for outstanding performance. His primary research interests span Corporate Social Responsibility (CSR), Brand Image, and E-learning, with a growing focus on contemporary areas such as green marketing and digital pedagogy. To date, he has authored over 17 research papers published in Scopus, Web of Science, and UGC-listed journals, making notable contributions to the field of commerce and management studies. His academic engagements also extend to international collaborations, particularly with the Saudi Electronic University, on projects related to CSR, digital learning, and sustainability in marketing.

Beyond research, Dr. Vivek has been entrusted with several institutional responsibilities, including Asst. Dean of Students Welfare, Timetable In-charge at Faculty of Social Sciences, Jamia Millia Islamia, reflecting his commitment to both academic leadership and student development. He has also been an active member of the Organising Council for national and international conferences held at the University of Delhi, further showcasing his role in fostering academic dialogue and collaboration. An active participant in the academic community, he has attended and presented at more than 40 national and international conferences, seminars, and workshops. He is also a life member of reputed professional bodies, including the Indian Commerce Association and the Indian Accounting Association, through which he continues to contribute to the advancement of commerce education and research in India.

1. Name: Dr. Vivek

2. Designation: Assistant Professor

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5. Email Address: vivek@jmi.ac.in

**6. Field(s) of Specialization:** Accounting, Finance & Taxation

#### 7. Employment Profile

Job Title	Employer	From	To
Assistant Professor	Dept. of Commerce and Business Studies, Jamia Millia Islamia	23-12-2022	Present
Assistant Professor (Contractual)	Dept. of Commerce and Business Studies, Jamia Millia Islamia	15-09-2022	22-12-2022
Guest Faculty	Ramanujan College, University of Delhi	22-11-2021	14-09-2022
Academic Counsellor	Centre for Distance & Online Education (CDOE), Jamia Millia Islamia	Sept2015	Present

### 8. Academic Qualifications

Exam	Board/University	Discipline	Division	Year of Completion
Ph.D.	Jamia Millia Islamia Commerce		Awarded	2020
UGC-NET	University Grants Commission	Commerce	Qualified	2016
M.COM	l lamia Millia Islamia I Commerce I		First Division (Gold Medalist)	2013
B.COM (H)	Zakir Husain P.G. Evening College, University of Delhi	Commerce	First Division (Gold Medalist)	2011
Intermediate	G.S.B.V, CBSE, Delhi	Commerce	First Division (Gold Medalist)	2008

### 9. Academic/Administrative Responsibilities within the University

Position	Department/Faculty	From	То
Timetable In-charge	Department of Commerce and Business Studies, JMI	Dec-2022	Present
Asst. Superintendent of Exams (Even Sem)	Department of Commerce and Business Studies, JMI	08-06-2023	19-07-2023
ABC ID Coordinator	Department of Commerce and Business Studies, JMI	01-11-2023	Present
Asst. Superintendent of Exams (Odd Sem)	Department of Commerce and Business Studies, JMI	Dec-2024	Jan-2025
Asst. Dean of Students' Welfare	Department of Commerce and Business Studies, JMI	04-12-2024	10-08-2025
Cultural Committee	Member, Jamia Millia Islamia	18-03-2025	Present
Canteen Monitoring Committee	Member, Campus A at Gate No7, JMI	16-05-2025	Present
Central Timetable Committee	Member, Faculty of Social Sciences, JMI	06-08-2025	Present
CBCS Coordinator	Department of Commerce and Business Studies, JMI	20-08-2025	Present

### 10. Academic/Administrative Responsibilities outside the University

Position	Institution	From	To	
External Examiner (INC005)	Sharda University	28-11-2024	28-11-2024	

#### 11. Awards, Associateships etc.

Year of Award	Name of the Award	Awarding Organization
2011	Excellent Student of the Year	Zakir Husain P.G. Evening College, University of Delhi
2011	Certificate of Excellence	Delhi University Students Union (DUSU)

#### 12. Details of Minor Research Projects (12 months duration)

Title of Ducinet	Funding Duration		Status	
Title of Project	Agency	From	To	Ongoing/ Completed
Corporate Social Responsibility and Corporate Brand Awareness: An Interface in the Kingdom of Saudi Arabia	Saudi Electronic University	2022	October- 2023	Completed
The Effect of Financial Literacy on Investment Decision Making in Kingdom of Saudi Arabia: An Empirical Study	Saudi Electronic University	2023	September- 2024	Completed
Corporate Greenwashing Behaviour and Consumers' Green Purchase Intention: An Empirical Study of Food & Beverage Companies in the Kingdom of Saudi Arabia	Saudi Electronic University	2023	December- 2024	Completed

### 13. Participation in Workshops/ Symposia/ Conferences/ Colloquia /Seminars

Date	Title of Activity	Level of Program	Role	Organized by	Venue
3–4 Nov 2015	Emerging Challenges & Opportunities in Business & Economic Environment	UGC Sponsored National Conference	Participant	Dept. of Commerce, Zakir Husain P.G. Evening College, DU	New Delhi
11–13 Nov 2016	69th All India Commerce Conference	National Conference	Presented a Paper titled "Corporate Social Responsibility: A Strategic Resource for Opportunity Identification at the Start-up Level."	Indian Commerce Association	University of Lucknow, Uttar Pradesh
3–5 July 2017	Bhartiya Bhashaon Mein Shabdawali: Kal, Aaj aur Kal	National Seminar	Participant	Commission for Scientific & Technical Terminology, Dept. of Commerce & Business Studies, JMI	New Delhi
25 Aug 2017	Shodhganga & Anti-Plagiarism Software (URKUND)	Local (One day User Awareness Programme)	Participant	Dr. Zakir Husain Library, JMI & INFLIBNET Centre	Jamia Millia Islamia, New Delhi
17 Sept 2017	Goods and Services Tax: Opportunities and Challenges Ahead	Workshop	Presented a Paper titled "GST: Panacea for Indirect Tax System in India."	Dept. of Commerce & Management, Krishna College of Science & IT	Bijnor, Uttar Pradesh
26 Sept 2017	Scholarly Writing & Intellectual Ethics	Workshop	Participant	Dr. Zakir Husain Library, Jamia Millia Islamia & Elsevier	Jamia Millia Islamia, New Delhi
11 Oct 2017	Getting Published in the Digital Age	Workshop	Participant	Dr. Zakir Husain Library, JMI	Jamia Millia

				and Taylor & Francis	Islamia, New Delhi
12–14 Oct 2017	70th All India Commerce Conference	National	Presenter the papers entitled: "Entrepreneurship: A Catalyst for Employment Generation and Inclusive Growth in the Nation"; and "Cash to Cashless Economy: Challenges and Opportunities."	Indian Commerce Association	IIS University Jaipur
8 Nov 2017	EBSCO Discovery Service & Remote Access	Orientation Programme	Participant	Dr. Zakir Husain Library, JMI	Jamia Millia Islamia, New Delhi
1–2 Dec 2017	SPSS Basics for Data Analysis	Workshop	Participant	School of Business Studies, Sharda University	Greater Noida, Uttar Pradesh
4 Dec 2017	Business Source Elite	Orientation Programme	Participant	Dr. Zakir Husain Library, JMI	Jamia Millia Islamia, New Delhi
27 Dec 2017	EconLit	Orientation Programme	Participant	Dr. Zakir Husain Library, JMI	Jamia Millia Islamia, New Delhi
24 Feb 2018	Mechanism of Goods and Services Tax: The Road Ahead	Workshop	Presented a Paper titled "GST: A Key Reform in the Indian Tax Structure."	Dept. of Commerce, AMU	Aligarh, Uttar Pradesh
24 Oct 2018	Tax Planning and Wealth Management Strategies	Workshop	Participant	Dept. of Commerce & Business Studies, JMI & The Policy Times	JMI, New Delhi
20–22 Dec 2018	71st All India Commerce Conference	National	Presented the Papers titled "Corporate Social Responsibility and Brand Equity: The Moderating Role of Brand Image"; and "The	Indian Commerce Association	Osmania University Hyderabad

29 Apr 2020	COVID-19 and the Indian Financial System: Impact	National Webinar	Transformation of the Indian Banking System: Past, Present and Future Prospects."	Dept. of Commerce, Bharti	Online
6 May	Assessment and Policy Response Impact of	National	Participant	College, DU ARSD	Online
2020	Lockdown & COVID-19 on Financial Markets in India: The Way Forward	Webinar		College, DU	
6 May 2020	Cyber Crimes & Prevention during Lockdown	National Webinar	Participant	Dept. of Commerce, Mata Sundri College for Women, DU	Online
12 May 2020	Life and Careers Beyond COVID-19	National Webinar	Participant	Jesus & Mary College, University of Delhi	Online
12 May 2020	Changing Paradigm of Research in COVID Era	National Webinar	Participant	Dept. of Commerce, Shivaji College, DU	Online
13 May 2020	COVID-19 A Global Pandemic: It's Impact and Challenges in Consumer Sector	National Webinar	Participant	Dept. of Commerce, Munshi Singh College, BR Ambedkar University, Bihar	Online
15–17 May 2020	Strategies and Challenges in Higher Education during COVID-19 Lockdown Period in India with reference to the World	International Conference	Participant	Govt. Vidarbha Institute of Science & Humanities, Amravati, Maharashtra	Online
17 May 2020	Cyber Security, Safety & Privacy in	National Webinar	Participant	Kalindi College,	Online

	Today's Digital World			NCWEB Centre, DU	
22 May 2020	Strategic Dimensions of Post-COVID World: Options for India	International Webinar	Participant	Shaheed Bhagat Singh Evening College, DU	Online
27 May 2020	Data Analysis and Statistical Computing	National Webinar	Participant	Dept. of Statistics, Dr. Bhimrao Ambedkar University, Agra, Uttar Pradesh	Online
28 May–8 Jun 2020	How to Become a Successful Entrepreneur – Atamnirbhar	National Webinar	Participant	School of Open Learning, DU	Online
20 June 2020	Rethinking Public Policy: Crisis and COVID-19	International Webinar	Participant	Glocal Law School, Glocal University, Uttar Pradesh	Online
28 June 2020	Pandemic COVID- 19 and Survival of Indian MSMEs	International Webinar	Participant	Glocal School of Business & Commerce, Glocal University, Uttar Pradesh	Online
4 July 2020	Mentoring Teachers for Effective Online Teaching	National Webinar	Participant	Dept. of Commerce, Daulat Ram College, DU	Online
6 Aug 2020	Investors Education	Regional Webinar	Participant	Dept. of Commerce & Business Studies, JMI with SEBI & Multi Commodity Exchange of India Ltd. (MCX)	JMI, New Delhi
18–20 Jan 2023	Multidisciplinary Aspects of Human Rights and the	International	Presented a Paper titled "Healthy Environments"	Govt. Maharani Sudarshan College for	Bikaner & Alwar, Rajasthan

	Environment			Women &	
	(ICMAHRE-2023)			Raj Rishi	
				Govt.	
				Autonomous College	
24 June	Changes and	National	Presented a Paper	Govt. Degree	Himachal
2023	Challenges of Post	Seminar	titled "Perception of	College,	Pradesh
2023	Covid-19 in India's		Students towards	Nihri, Mandi	Tracesii
	Education System		Online Exams	& Pratibha	
			during COVID-19	Spandan	
			Pandemic: Evidence	Society	
			from Higher		
			Educational		
			Institutions Located		
22 22	42 1 4 1	N	in Delhi-NCR."	<b>D</b>	D1 1
22–23	43rd Annual	National	Presented a Paper	Dept. of	Bhubanes
Dec 2023	Conference of Orissa Commerce	Seminar	titled "The	Commerce, Rama Devi	war, Odisha
2023	Association &		Electronic Payment System – A Key	Women's	Odisila
	National Seminar		Driving Force to	University	
	Trational Seminal		Create Credibility	Oniversity	
			with Customers: A		
			Structural Equation		
			Modeling (SEM)		
			Approach."		
4–5	Confluence of AI,	International	Presented a Paper	School of	Online
April	Sustainability and	Conference	titled "Corporate	Management	
2025	Innovation in		Greenwashing	(SoM), IMS	
	Industry 5.0 Era		Behaviour and its Effect on Consumers'	Unison	
			Purchase Intentions:	University	
			A Study of Attitudes,		
			Perceived Value, and		
			Skepticism in the		
			Saudi Arabian F&B		
4.5		T	Industry."		0.11
4-5	Confluence of AI,	International	Presented a Paper	School of	Online
April 2025	Sustainability and Innovation in	Conference	titled "Perception of Investors towards AI-	Management (SoM), IMS	
2023	Innovation in Industry 5.0 Era		Powered Financial	Unison	
	muusu y 5.0 L1a		Advisors: An	University	
			Empirical Analysis		
			with special reference		
			to Delhi-NCR."		
16-17	Sustainable	National	Presented a Paper	Dept. of	Delhi
April	Commerce for	Conference	titled "Enhancing	Commerce,	
2025	Viksit Bharat:		Consumer Engagement through	Maharaja	
	Leveraging AI for Inclusive Growth		Engagement through Metaverse Marketing:	Agrasen	
	inclusive Growth		wielaverse wiarkening:	College,	

	and Global Leadership by 2047		Opportunities and Challenges."	University of Delhi	
16-30 June 2025	UGC-Sponsored Refresher Course on E-Commerce, FinTech and Digital Payment Ecosystems	National	Participant	Malaviya Mission Teacher Training Centre, The University of Burdwan	Online

# 14. Workshops/ Symposia/ Conferences/ Colloquia/ Seminars Organized (as Chairman/ Organizing Secretary/ Convenor / Co-Convenor)

Title of Activity	Level of Program	Date	Role	Venue
4 <sup>th</sup> HHRS International Conference on Bharat, Girmitya and Africa: Historical, Cultural and Strategic Cooperation	International Conference	5-6 <sup>th</sup> March 2024	Member, Organising Council	Conference Centre at Gate No4, North Campus, DU & Moot Court Hall Law Centre- II, Faculty of Law, Umang Bhawan, University of Delhi
National Security: Challenges & Opportunities for Viksit Bharat @2047	National Seminar	11 <sup>th</sup> Dec 2024	Organizing Secretary	P.G.D.A.V College, University of Delhi
5 <sup>th</sup> HHRS International Conference on Significance of Growing Cooperation between Bharat and Extended South (Southeast) Asian Nations	International Conference	30-31 <sup>st</sup> January 2025	Member, Organising Council	Hansraj College, University of Delhi
Two-day Conference on Manthan-2025 Viksit Bharat – Divya Bharat: A Vision for National Security, Capacity Building and Cultural Diplomacy	National Conference	28-29 <sup>th</sup> March 2025	Member, Organising Council	Satyakam Bhawan, Faculty of Arts, University of Delhi

### 15. Membership of Learned Societies

Type of Membership	Organization	Membership No.
Life Member	Indian Commerce Association	D-306
Life Member	Indian Accounting Association	NCR-76

#### 16. Membership in the Academic Bodies

Type of Membership	Name of the Journal	Name of the Publisher
Editorial Board Member	Journal of Advanced Research in Economics and Business Management	Advanced Research Publications (Unleashing Research Potential)

#### 17. Publications

#### (A) Referred/Scopus/Web of Science indexed Research Journals

- 1. Vivek. (2017). Review of literature: Consumers' perceptions of online shopping. *Global Academic Research Journal*, *5*(1), 1–8. ISSN(P): 2347-3592. Impact Factor: 5.56.
- 2. Nabi, M. K., & Vivek. (2017). GST and its impact on Indian economy: A key tax reform for the mitigation of cascading of taxes. *Intercontinental Journal of Finance Research Review*, 5(5), 24–32. ISSN(P): 2347-1654, ISSN(E): 2321-0354. Impact Factor: 4.236.
- 3. Vivek. (2017). Corporate social responsibility: Opportunity galore for Start-up India. *Intercontinental Journal of Marketing Research Review*, *5*(6), 60–70. ISSN(P): 2347-1670, ISSN(E): 2321-0346. Impact Factor: 4.311.
- 4. Vivek. (2017). Financial Liberalisation and banking sector: A conceptual study. *Intercontinental Journal of Finance Research Review*, 5(6), 90–100. ISSN(P): 2347-1654, ISSN(E): 2321-0354. Impact Factor: 4.236.
- 5. Vivek. (2018). Moving from cash-driven economy to cashless economy: Challenges and opportunities. *Intercontinental Journal of Research and Analytical Reviews*, 5(4), 25–31. ISSN(P): 2349-5138, ISSN(E): 2348-1269. Impact Factor: 5.75.
- 6. Nabi, M. K., & Vivek. (2019). Building brand equity through corporate social responsibility: The moderating effect of brand image. *International Journal of Research in Social Sciences*, 9(1(2)), 304–315. ISSN: 2249-2496. Impact Factor: 7.081.

- 7. Nabi, M. K., & Vivek. (2019). Entrepreneurship: A catalyst for employment generation and inclusive growth. *The Management Page*, 9(2), 69–76. ISSN: 2231-220X. Impact Factor: 7.081.
- 8. Nabi, M. K., & Vivek. (2019). Entrepreneurship and economic development: A conceptual study. *Journal of Business Management, Commerce & Research*, 7(1), 22–29. ISSN(E): 2319-250X. Impact Factor: 4.83.
- 9. Vivek. (2019). Corporate social responsibility and consumer behaviour: An interface. *Think India Quarterly Journal*, 22(14), 4242–4257. ISSN: 0971-1260. Impact Factor: 6.2.
- 10. Khan, M. A., Vivek, Nabi, M. K., Khojah, M., & Tahir, M. (2020). Students' perception towards e-learning during COVID-19 pandemic in India: An empirical study. *Sustainability*, *13*(1), 1–14. ISSN: 2071-1050. Impact Factor: 3.251. https://doi.org/10.3390/su13010057
- 11. Khan, M. A., Vivek, Nabi, M. K., Paul, M., & Minhaj, S. M. (2021). Learners' perspective towards e-exams during COVID-19 outbreak: Evidence from higher educational institutions of India and Saudi Arabia. *International Journal of Environmental Research and Public Health*, 18(12), 1–18. ISSN: 1660-4601. Impact Factor: 3.390. https://doi.org/10.3390/ijerph18126534
- 12. Alakkas, A. A., Vivek, Paul, M., Nabi, M. K., & Khan, M. A. (2022). Corporate social responsibility and firm-based brand equity: The moderating effect of marketing communication and brand identity. *Sustainability*, *14*(10), 1–21. ISSN: 2071-1050. Impact Factor: 3.251. https://doi.org/10.3390/su14106033
- 13. Khan, M. A., Vivek, Minhaj, S. M., Saifi, M. A., Alam, S., & Hasan, A. (2022). Impact of store design and atmosphere on shoppers' purchase decisions: An empirical study with special reference to Delhi-NCR. *Sustainability*, *14*(1), 1–24. ISSN: 2071-1050. Impact Factor: 3.251. https://doi.org/10.3390/su15010095
- 14. Khan, M. A., Alakkas, A. A., Khojah, M., Vivek, & Alhumoudi, H. A. (2023).
  Corporate social responsibility and corporate brand awareness: An interface in the Kingdom of Saudi Arabia. *International Journal of Professional Business Review*, 8(11), 1–26. ISSN(E): 2525-3654. https://doi.org/10.26668/businessreview/2023.v8i11.3824

- 15. Minhaj, S. M., Rehman, A., Das, A. K., Vivek, Khan, M. A., Inkesar, A., Khan, N., & Khan, M. J. A. (2024). Investor sentiment and the function of blockchain technology in relation to digital currencies: The here and now and the future. *Educational Administration: Theory and Practice*, 30(5), 7777–7791. ISSN(E): 2148-2403. <a href="https://doi.org/10.53555/kuey.v30i5.3942">https://doi.org/10.53555/kuey.v30i5.3942</a>
- 16. Uddin, M., Ali, M. A., Alhumoudi, H., Habib, S., Vivek, & Khan, M. A. (2024). The effect of financial literacy on investment decision making in the Kingdom of Saudi Arabia: An empirical study. *Journal of Infrastructure, Policy and Development*, 8(10), 1–22. ISSN(P): 2572-7923, ISSN(E): 2572-7931. <a href="https://doi.org/10.24294/jipd.v8i10.6732">https://doi.org/10.24294/jipd.v8i10.6732</a>
- 17. Khan, M. A., Husain, S., Habib, S., Alkhuraydili, A., Vivek, & Inkesar, A. (2024). Corporate greenwashing behaviour and consumers' green purchase intention: An empirical study of food and beverage companies in the Kingdom of Saudi Arabia. *Journal of Infrastructure, Policy and Development, 8*(15), 1–22. ISSN(P): 2572-7923, ISSN(E): 2572-7931. <a href="https://doi.org/10.24294/jipd10123">https://doi.org/10.24294/jipd10123</a>

#### (B) Chapters in Edited Book

Author(s)	Title of Book	Name of the Publisher	Year of Publication	ISBN & DOI
Syed	Viksit Bharat	MGM	30 <sup>th</sup> May	ISBN:
Mohd	<i>@</i> 2047:	Publishing	2025	978-93-49468-70-2
Minhaj,	Women as	House		
Amulya	Catalysts of			DOI:
Sahoo, &	Transformation			10.62823/MGM/2025/9789349468702
Vivek	for the			
	Chapter			
	Entitled "The			
	Role of			
	Artificial			
	Intelligence in			
	Promoting			
	Women's			
	Empowerment:			
	Opportunities			
	and			
	Challenges."			