Sri Venkateswara College

(University of Delhi)
Benito Juarez Road, New Delhi - 110021
(Phone No. - 011-2411 2196 : Email - principal@svc.ac.in)

Print Date : 24-11-2026

1. Personal Profile



Title: **Dr.** First Name: **DEEPIKA** Last Name: **.**

Designation: **ASSISTANT PROFESSOR** Mobile No. **----------**

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

Email: **ddeepika@svc.ac.in** Webpage: **----------**

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

LinkedIn: ---------- Instagram: ----------

Youtube: ---------- Research Gate Link: ----------

Google Scholar Link: ----------

Address: **----------**

2. Educational Qualifications

Degree/ Certification	Institution	Year
M.Com	Ramjas College, University of Delhi	2015
M.Phil.	Delhi School of Economics, University of Delhi	2019
Ph.D.	Delhi School of Economics, University of Delhi	2023
B.Com (Hons.)	Janki Devi Memorial College, University of Delhi	2012

3. Career Profile & Administrative Assignments

Category	Role/ Designation	Department/ Committee	Date From - To	Remarks
ADMINISTRATIVE ASSIGNMENTS	MEMBER	FINE ARTS ASSOCIATION Sri Venkateswara College	01.Oct.2023 - 30.Apr.2025	
ADMINISTRATIVE ASSIGNMENTS	MEMBER	PURCHASE COMMITTEE Sri Venkateswara College	01.Oct.2023 - 30.Apr.2025	

ADMINISTRATIVE ASSIGNMENTS	MEMBER	ELECTION MONITORING COMMITTEE: SVCU/DUSU Sri Venkateswara College	04.Sep.2024 - 18.Nov.2024	
ADMINISTRATIVE ASSIGNMENTS	MEMBER	ELECTION MONITORING COMMITTEE: ICC Sri Venkateswara College	17.Jan.2025 - 12.Feb.2025	
ADMINISTRATIVE ASSIGNMENTS	CONVENER	CONSTELLATION HR CELL Sri Venkateswara College	11.Mar.2024 - Till date	
ADMINISTRATIVE ASSIGNMENTS	MEMBER	ADMISSION DUTY Department of Commerce, Sri Venkateswara College	01.Jul.2024 - 30.Jun.2024	
ADMINISTRATIVE ASSIGNMENTS	MEMBER	COMMITTEE FOR INDIA TODAY GROUP-MDRA BEST COLLEGES RANKING Department of Commerce, Sri Venkateswara College	31.Jan.2025 - 30.Jun.2025	
ADMINISTRATIVE ASSIGNMENTS	MEMBER	SOUTH CLUSTER HUB Sri Venkateswara College	18.Aug.2023 - Till date	
ADMINISTRATIVE ASSIGNMENTS	MEMBER	DEVELOPMENT FUND COMMITTEE Sri Venkateswara College	01.Jul.2025 - Till date	
ADMINISTRATIVE ASSIGNMENTS	MEMBER	NEXUS Sri Venkateswara College	18.Feb.2026 - 20.Feb.2026	Nexus Fine Arts Event's Coordination Committee
ADMINISTRATIVE ASSIGNMENTS	MEMBER	NEXUS Sri Venkateswara College	19.Feb.2026 - 19.Feb.2026	Duty in the event Kodachrome (Exhibition) Photosoc on 19th February, 2026
ADMINISTRATIVE ASSIGNMENTS	ASSISTANT PROFESSOR	DEPARTMENT OF COMMERCE Sri Venkateswara College	18.Sep.2025 - 18.Sep.2025	Duty in the Student's Elections (SVC & DUSU) held on 18th September, 2025

4. Other Profiles

Other Profile Name/ Description

5. Research Guidance

Year	Guide For	Title of the Dissertation/ Thesis	Scholar Name	Status

6. Research Projects

Year	Title of Project	Sponsorship Agency	Duration	Amount Sanctioned	Date of Sanction
2025	Exploring AI led Marketing of Religious Places in India	Institute of Eminence	7 Months	3,00,000	30.Oct.2025

2026	Examining the Influence of Political Party's Website Quality Dimensions on the Political Participation and Voting Intention: A Comparative Analyses of Urban vs Rural Electorates	Indian Council of Social Science Research (Ministry of Education)	12 Months	10,00,000	20.Mar.2026

7. Publications

Category	Publication Name	Title	Name of Author	Reference Link/ DOI Link	Publication (Month-Year)
JOURNAL PAPER (International)	Explaining the linkage of dark sides of relationship marketing variables: an empirical investigation on selected Indian entrepreneurs	Int. J. Electronic Marketing and Retailing	Deepika, Shashank Vikram Pratap Singh, Mohinder Paul, Amarjeet, Abhimanyu Bhardwaj (First Author)	10.1504/IJEMR.2025.146176	May 2025
JOURNAL PAPER (International)	Manifestations of voter satisfaction: an empirical analysis using the VOTQUAL scale on Indian voters	Electronic Government, an International Journal	Deepika; Shashank Vikram Pratap Singh; Kanwal Jeet Singh (First Author)	10.1504/EG.2025.145922	April 2025

8. Books

Category	Book Name	Title	Name of Author	ISSN/ ISBN Number

9. Faculty Achievements

Year	Category of Achievement	Role	National/ International etc.	Name	Date From-To
2024	FACULTY DEVELOPMENT PROGRAM ATTENDED	PARTICIPANT	National	Online Training Programme on "NEP 2020 Orientation & Sensitization Programme"	18.Sep.2024 - 28.Sep.2024

Dr. DEEPIKA .