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Dr. Pradeep Kumar currently working as Assistant Professor in the Department of Commerce, Dyal Singh Evening College, University of Delhi. He has over 12 years of teaching and research experience. Prior to joining Dyal Singh Evening College, he worked for about 10 years at the Faculty of Commerce and Business, Delhi school of Economics, University of Delhi as a faculty member. His areas of interest include Marketing, Entrepreneurship, and International Business. He has been awarded Ph.D. in the area of Marketing from Department of Commerce, Faculty of Commerce and Business, Delhi school of Economics, University of Delhi, MBA in Marketing and Bachelors in Computer Application from Maharshi Dayanand University, Rohtak. He has nine research papers published in leading national and international journals of repute. He is a life member of Indian Commerce Association and Indian Accounting Association. He can be reached at pradeepk_com@dsce.du.ac.in