


Faculty Details Proforma



Title	Prof.	First Name	Suneel	Last Name	Kumar	Photograph
Designation	Professor					
Address	Department of Commerce, Shaheed Bhagat Singh College (University of Delhi) Sheikh Sarai, Phase II, New Delhi 110017					
Date of Birth	--					
Phone No Office	--					
Mobile	--					
Email	Suneel.kumar@sbs.du.ac.in					
Web-Page						
Educational Qualifications						
Degree	Institution				Year	
Ph.D. (Tourism Marketing and Tourists Behavior)	Himachal Pradesh University, Shimla				2011	
M.Phil. (Tourism Marketing)	Himachal Pradesh University, Shimla				2005	
M.Com (Marketing Management)	Himachal Pradesh University, Shimla				2004	
Post Graduate Diploma in Personal Management & Labour Welfare (PGDPM& LW)	Himachal Pradesh University, Shimla				2006	
MA (Tourism)	IGNOU, New Delhi				2011	
MBA (Finance)	IGNOU, New Delhi				2012	
Career Profile						
<ol style="list-style-type: none"> 1) Professor, Department of Commerce, Shaheed Bhagat Singh College (University of Delhi), Sheikh Sarai Phase II, New Delhi, India 2) Adjunct Faculty in the Department of Commerce and Management, Career Point University (CPU) Hamirpur, Himachal Pradesh, India 3) Visiting Faculty in Department of Management, Swami Vivekanand Subharti University, Meerut, Uttar Pradesh, India 						

Areas of Interest / Specialization			
Marketing Management, International Business, Tourism and Hospitality Management including Rural Tourism, Eco Tourism, Smart Tourism, Religious and Spiritual Tourism, and Destination Branding			
Papers Taught			
Marketing Management, Advertising & personal Selling, Business Environment, Corporate Accounting, Business Organization Management, Security Analysis and Portfolio Management, Fundamentals of Financial Management, Basics of Financial Management, Fundamental of Investment			
Research Guidance			
PhD scholars			
Under Supervision	Submitted	Awarded	
Five	One	Four	
M. Phil Scholars			
Under Supervision	Submitted	Awarded	
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M.A. Dissertation/MBA/ M. Com/MBA Projects Supervised			
Under Supervision	Awarded		
Ten	Twenty-Eight		
Publications Profile			
Books			
Title	ISBN/Publisher/Link	Indexed Scopus etc. if any	Year
Sustainable Rural Tourism in Himalayan Foothills Environmental, Social and Economic Challenges: A Study of Himachal Pradesh (Sole Author)	ISBN: 978-3-031-40098-8 Springer Nature Switzerland https://link.springer.com/book/10.1007/978-3-031-40098-8	-----	2023

<p>The Regenerative Tourism Industry - Pathways to Sustainability Amid Gender and Environmental Challenges (Co-Author)</p>	<p>ISBN: 978-1837536832 Emerald Publication House United Kingdom https://bookstore.emerald.com/regenerative-tourism-industry-hb-9781837536832.html <u>1</u></p>	<p>2025</p>
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Research Publications

Article Name	Publication Type (UGC Care/Scopus/Web of science etc.)	Journal Name	ISSN No	Volume	Year	URL	DOI
Technology and innovation: Changing concept of	SCOPUS	Open Geosciences	2391-5447	12(1)	2020	https://www.degruyter.com/document/doi/10.1515/	https://doi.org/10.1515/geo-2020-0183

rural tourism – A systematic review						geo-2020-0183/html?lang=en	
Understanding the relationship among factors influencing rural tourism: a hierarchical approach	SCOPUS	Organizational Change Management	0953-4814	Vol. 35 No. 2	2022	https://www.emerald.com/insight/content/doi/10.1108/8/JOCM-01-2021-0006/full/html	https://doi.org/10.1108/8/JOCM-01-2021-0006
Impact of Artificial Intelligence and Service Robots in Tourism and Hospitality Sector: Current Use and Future Trends	UGC CARE LIST-1	Administrative Development 'A Journal of HIPA, Shimla	2319-2976	8 (SI-1)	2021	https://doi.org/10.53338/ADHIPA2021.V08.Si01.04	https://qtanalytics.in/journals/index.php/HIIPA/article/view/1069
Assessment and Implication	UGC CARE LIST-1	Administrative Develop	2319-2976	8 (SI-1)	2021	https://qtanalytics.in/journals/in	https://doi.org/10.53338/ADHIPA2021.V08.Si01.01

s of SDGs: A Case of Himachal Pradesh		ment 'A Journal of HIPA, Shimla				dex.php/H IPA/article /view/106 6	
Covid-19 Pandemic- A Ray of Hope Towards Sustainable Nature- Based Tourism	UGC CARE LIST-1	Current World Environ ment,	0973- 4929	Vol.17, No. (1)	2022	https://ww w.cwejour nal.org/vol 17no1/CO VID-19- Pandemic- -A-Ray- of-Hope- towards- Sustainabl e-Nature- Based- Tourism	http://dx.doi.org/10.1 2944/CWE.17.1.16
Determinan ts of Spiritual Tourism Consumptio n: A Hierarchical Approach	SCOPUS	Internati onal Journal of Religiou s Tourism and Pilgrima ge:	2009- 7379	Vol.10 Issue 2	2022	https://arro w.tudublin .ie/ijrtp/v ol110/iss2/9	https://doi.org/10.214 27/t97s-s131
Digital Transformat	SCOPUS	Journal of	2514- 9792	-	2023	https://ww w.emerald	https://doi.org/10.110 8/JHTI-10-2022-

ion in Tourism Sector: trends and future perspectives from a bibliometric - content analysis		Hospitali ty and Tourism Insights				.com/insig ht/content/ doi/10.110 8/JHTI- 10-2022- 0472/full/ html	0472
Ecotourism: A Holistic Assessment of Environmen tal and Socioecono mic Effects Towards Sustainable Developme nt	UGC CARE LIST-1	Current World Environ ment An Internati onal Research Journal of Environ mental Science	0973- 4929	18(2).	2023	https://ww w.cwejour nal.org/abs tract/1511	http://dx.doi.org/10.1 2944/CWE.18.2.14
A Bibliometri c Analysis of Knowledge Developme nt in Family Businesses	UGC CARE List -1	Journal of Service Research by Vedatya Institute	SSN Print: 0972- 4702 ISSN online: 2581-	23(1)	2023	https://ww w.proquest .com/schol arly- journals/bi bliometric -analysis- knowledge	

in the Tourism Industry			3412			= developme nt/docvie w/300050 3986/se-2	
Digital Literacy: a Pathway towards Empowerin g Rural Women	Scopus Indexed ABDC “B” Category	Global Knowled ge, Memory and Commun ication	ISSN Print: 2514- 9342 eISSN:2 514- 9342			https://ww w.emerald .com/insig ht/content/ doi/10.110 8/gkmc- 08-2023- 0295/full/ html	https://doi.org/10.110 8/GKMC-08-2023- 0295
Community -Based Tourism: A Bibliometri c Visualizatio n Analysis	Scopus Indexed	African Journal of Hospitali ty, Tourism and Leisure	ISSN:22 23-814X	12(3)	2023	https://ww w.ajhtl.co m/uploads /7/1/6/3/71 63688/arti cle_2_12_3_813- 833.pdf	https://doi.org/10.462 22/ajhtl.19770720.40 1
Social Media Use for Tourist	UGC CARE	JIM Quest Journal	0975- 6280	20(1)	2024	https://jaip uriamba.e du.in/wp-	

Decision Making: Impact and Implications in India	LIST-1	of Management and Technology				content/uploads/2024/09/JIM-Quest-Jan-June-2024-Final-Issue.pdf	
Unveiling the Evolutionary Trajectory of SMEs in the Tourism and Hospitality Domain: A Comprehensive Review and Prospective Insight	Scopus Indexed	International Journal of Hospitality and Tourism Systems	0974-6250	17(4)	2024	https://www.proquest.com/openview/0e24887212935c67629fe8ccaffd515b/1?pq-origsite=scholar&cb=2030938	https://doi.org/10.21863/ijhts/2024.17.4.010
Exploring the nexus between tourist characteristics and	Scopus Indexed ABDC “B” Category	Global Knowledge, Memory and Commun	ISSN Print: 2514-9342 eISSN:2			https://www.emerald.com/insight/content/doi/10.1108/gkmc-	https://doi.org/10.1108/GKMC-05-2024-0303

social media's impact on decision – making: a PLS-MGA based study of Indian tourists		ication	514-9342			05-2024-0303/full/html	
Unlocking Tourism Potential: A Bibliometric Journey Through social media	UGC CARE LIST-1	Jim Quest Journal of Management and Technology	0975-6280	20 (1)	2024	http://jaipuriamba.edu.in/jim-quest/	
The Green Path: A Bibliometric Journey through Environmental Sustainability and Ethical Developme	UGC CARE LIST-1	Indian Journal of Applied Hospitality & Tourism Research	0975-4954	17	2025	https://bcihmct.ac.in/download/IJAHTR/UGC_CARE/IJAHT R-2025.pdf	

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Rural tourism as a driver of sustainable development: a systematic review and future agenda	Scopus Indexed Q1 list and A Category	Tourism Review	1660-5373		2025	https://www.emerald.com/insight/content/doi/10.1108/tr-03-2024-0172/full.html	https://doi.org/10.1108/TR-03-2024-0172
Training for tomorrow: enhancing digital competencies among tourism students	Scopus Indexed Q1 list and A Category	Current Issues in Tourism				https://www.tandfonline.com/doi/abs/10.1080/13683500.2025.2490617	https://doi.org/10.1080/13683500.2025.2490617
Publications other than journal articles							
Title of Publication	Type of Publication	Publisher	Role in Publication	ISBN Number	Year	URL	Level
Spiritual Tourism Transition:	Edited Book Chapter	Emerald Publishing	Author	ISBN: 978-1-80117-	2022	https://www.emerald.com/insight	International

An Ethos of Hope during Covid-19 Crises from Indian Perspectives.		Limited		709-2, eISBN: 978-1-80117-708-5		ht/content/doi/10.1108/978-1-80117-708-520221018/full/html	
E - Learning Platforms in Indian Higher Education System: Achievements and Challenges (First Author).	Conference book Paper	IEEE	Author	978-1-6654-3656-4	2022	https://ieeexplore.ieee.org/document/9752411	International
Robotics Technology in the Tourism and Hospitality Sector in the Wake of the Covid-	Edited Book Chapter	IGI Global Publisher of Timely Knowledge	Author	9781668455753	2022	https://www.igi-global.com/chapter/robotics-technology-in-the-tourism-and-	International

19 Health Crises. <i>(First Author)</i>						hospitality-sector-in-the-wake-of-the-covid-19-health-crises/311823	
Integration and Expansion of ICT-based Initiatives in Indian Higher Education System <i>(First Author)</i>	Edited Book Chapter	Emerald Publishing Limited	Author	978-1-80262-278-2	2023	https://emerald.com/insight/content/doi/10.1108/978-1-80262-277-520231008/full/html?skipTracking=true	International
Sustainable Mountain Tourism Development in the Foothills of Himalaya: A TISM based	Edited Book Chapter	Routledge	Author	9781003230748	2023	https://www.routledgehandbooks.com/doi/10.4324/9781003230748-31	International

approach to greater resilience of nature-based destinations <i>(First Author)</i>							
Integration of Robotics Technology and Artificial Intelligence in the Transformation of the Tourism Industry: A Critical Viewpoint <i>(First Author)</i>	Edited Book Chapter	CABI	Author	978-1-80062-122-0	2023	https://www.cabidigitallibrary.org/doi/10.1079/9781800621244.0004	International
Mapping the Research Trends on Sports Tourism	Edited Book Chapter	Springer Cham	Author	978-3-031-31682-1	2023	https://link.springer.com/chapter/10.1007/978-3-031-31682-1	International

and Sustainabili ty: A Bibliometri c Analysis (First Author)						31682-1_5	
Opportuniti es and Challenges of the Homestay Family Business Concept in the Indian Tourism Sector (First Author)	Edited Book Chapter	Springer Cham	Author	978-3- 031- 28053- 5	2023	https://link.springer.com/chapter/10.1007/978-3-031-28053-5_11	International
Mapping the Research Trends on Sports Tourism and Sustainabili ty: A	Edited Book Chapter	Emerald Publishin g Limited	Author	978-1- 83753- 241-4	2023	https://www.emerald.com/insight/content/doi/10.1108/978-1-83753-240-72023100	International

Bibliometric Analysis (First Author)						1/full/html	
The Homestays Concept in the Indian Tourism and Hospitality Industry (First Author)	Edited Book Chapter	Routledge	Author	9781003260790	2023	https://www.taylorfrancis.com/chapters/edit/10.4324/9781003260790-12/homestays-concept-indian-tourism-hospitality-industry-suneel-kumar-marco-valeri-varinder-kumar?context=ubx&refId=a4468d8d-577a-452e-9043-	International

						daa5dc231abd	
Exploring the Landscape of Human Resource Management Research in the Tourism and Hospitality Sector: A Bibliometric Review (First Author)	Edited Book Chapter	IGI Global Publications, USA	Author	9798369313220	2024	http://dx.doi.org/10.4018/979-8-3693-1322-0.ch001	International
Role of Metaverse in Future of Tourism, Hospitality, and Events: Insights from Bibliometric Review (Joint	Edited Book Chapter	Routledge	Author	978-1-032-80470-5 (hbk)	2024	https://doi.org/10.4324/9781003497004	International

Author)							
Impact of Metaverse on Tourism and Hospitality Industry (First Author)	Edited Book Chapter	Routledge	Author	978-1-032-80471-2 (pbk)	2024	https://doi.org/10.4324/9781003497004	International
A Study on Sustainable Practices as a Competitive Advantage in Five-Star Hotels of Delhi and National Capital Region (India) (Joint Author)	Edited Book Chapter	IGI Publication	Author	9798369340424	2024	https://doi.org/10.4018/979-8-3693-4042-4.ch002	International
Rural India: Empowering Through Community	Edited Book Chapter	Science Direct Elsevier	Author	ISBN: 9780443157851	2024	https://doi.org/10.1016/b978-0-443-13701-	International

Tourism (Joint Author)						3.00397-2	
The Impact of Service Automation and Robotics on Hospitality Business Models (Joint Author)	Edited Book Chapter	IGI Global Publishing House USA	Author	ISBN-13: 979-8-3693-9005-4	2025	https://doi.org/10.4018/979-8-3693-9005-4.ch013	International
Sustainability in Travel: Exploring the Evolution and Future of CSR in Hospitality and Tourism (Joint Author)	Edited Book Chapter	IGI Publishing House, USA	Author	ISBN-13: 979-8-3693-8417-6	2025	https://doi.org/10.4018/979-8-3693-8417-6.ch004	International
Energy-Efficient Tourism A	Edited Book	IGI Global Publishing	Author	ISBN-13: 979-8-3	2025	https://doi.org/10.4018/979-8-3	International

Pathway to Sustainable Hospitality (Joint Author)	Chapter	g House, USA		693-87 69-6		3693-8769-6.ch006	
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Conference/ workshop Organized

More than 18 years successful academic journey, about 70 research papers have been presented at various national and international conferences, demonstrating a wide range of expertise and active engagement in academic discourse. These conferences have spanned prestigious platforms organized by universities such as University of Delhi, Central University of Himachal Pradesh, Maharaja Agrasen University, Vedatya Institute, Amity University, Jaipuria Institute of Management, and global collaborations involving institutions from Spain, South Korea, Italy and Malaysia. The presented papers delve into **core themes** such as **tourism development, hospitality innovation, digital literacy, financial behavior, and sustainability**. The work showcases a deep exploration into emerging trends like **metaverse tourism, robotics and AI in hospitality, cloud kitchens, medical tourism, and the integration of smart technologies post-COVID-19**. The thematic coverage further includes **sustainable tourism, dark tourism, agro-tourism, and religious tourism**, aligning with the **UN Sustainable Development Goals (SDGs)** and emphasizing community empowerment, ethical behavior, and environmental stewardship. The scholar has contributed critical bibliometric studies on areas such as **digital financial literacy, green marketing, tourism education, and entrepreneurship**, reflecting a strong foundation in both qualitative and quantitative research methodologies. The interdisciplinary approach seen across these presentations underscores a commitment to **academic excellence, policy relevance, and innovative pedagogy**, further complemented by expert talks and invited sessions aimed at faculty development and student engagement.

Awards and Distinctions

- 1) Environment and Social Development Association (ESDA) Academics Excellence Award 2021 in the field of **“Marketing and Environment”** during World Environment Submit 2021 on 1st to 3rd October at India International Centre, New Delhi
- 2) INSPIRA Research Association (IRA) Academic Excellence Award-February, 2022 awarded

“Best Scholar Award” by INSPIRA Research Association, Jaipur, Rajasthan, India

- 3) Global Hospitality and Tourism Leadership award for **Best Professor in Tourism** awarded by Swami Vivekanand Subharti University Meerut on 9th - 10th December, 2023

Association with Professional Bodies

- 1) Life Member, Indian Tourism & Hospitality Congress (ITHC).
- 2) Life Member, Indian Accounting Association Delhi Chapter.
- 3) Executive Member, Indian Accounting Association Shimla Chapter.
- 4) Patron Member, Environment and Social Development Association (ESDA), Membership Number. P131
- 5) Life Member, INSPIRA Research Association (IRA), Jaipur. Membership Number, LM-IRA-760

Other Activities

- 1) Elected Member, Academic Council, University of Delhi (2015-17).
- 2) Member, Standing Committee (Students) Academic Council, University of Delhi (2015- 17).
- 3) Member, Academic Committee (New Courses) Academic Council, University of Delhi (2015-17).
- 4) Member, Admission Committee (Faculty of Mathematical Sciences) Academic Council, University of Delhi (2015-17).
- 5) Member of Adhoc Committee of Academic Council for Recruitment and Promotions, 2017
- 6) Elected Member, Academic Council, University of Delhi (2017-19).
- 7) Member, Admission Committee (Faculty of Management Studies) Academic Council, University of Delhi (2017-19).
- 8) Member, Standing Committee (Business Advisory) Academic Council, University of Delhi (2017-19).
- 9) Member of a committee to address the CAG audit paras and to make recommendations to improve the system of governance in University of Delhi (2018)
- 10) Member of Interim Task Force of Campus Development Committee (2019) to deal with issues concerning peace, safety, and privacy on the University Enclave, University of Delhi.
- 11) Nominated as Member, Academic Council, Carrer Point University, Hamirpur, Himachal Pradesh (2025).

