

CURRICULAM – VITAE

Dr. POOJA SHARMA

Objective:

Dynamic, accomplished and result-oriented, with a distinguished corporate background, aspiring to leverage my industry experience and academic expertise in a reputed MBA college. Committed to delivering exceptional education, bridging the gap between academia and industry, with a focus on preparing students for successful careers in the corporate world.

Seeking a challenging role to mentor and inspire future business leaders, while actively engaging in research and collaborations that contribute to the advancement of knowledge in the field of business administration.

Work Experience:

Working as an Associate Professor (Marketing) at BSSS- Institute for Advanced Studies, Bhopal (July ,2023 onwards)

Job Profile: Teaching MBA

- Marketing Management
- Corporate Traits Management
- Consumer Behaviour
- Corporate Communication

Worked as an Assistant Professor at the Department of Management, The Bhopal School of Social Sciences, Bhopal, Madhya Pradesh. (July, 2019 to June, 2023)

Job Profile: Teaching BBA, BCom, and M.Com courses.

Subjects Handled:

- Business Management
- Principles of Management
- Business Organization & Communication
- Principles of Marketing
- Entrepreneurship Development
- Retail Management
- People Management
- International Marketing Management
- Human Resource Management

- Certificate Course – In-charge for the course on '**Retail Management**' from July 2019 to May ,2023.
- Editor, **BSSS Journal of Management**, July 2019 to June 2023.
- Member: Library Committee

- Member: Equal Opportunity Cell
- Member: Women's Cell.
- Member: Committee for Students with Disabilities.
- Member: Social Outreach Committee, Department of Management.

Worked as an Adjunct Faculty at BSSS-IAS, Bhopal (July,2021 to June 2023)

Job Profile: Teaching MBA

Subjects Handled:

- Management Concepts & Practices
- Human Resource Management
- Corporate Strategy and Simulation
- Human Resource Planning and Development

- In-charge: BizWiz Club (July 2021- June 2022)
- Member: Research & Consultancy Cell.

Worked as an Assistant Professor at University Business School, MRSPTU, Bathinda, Punjab (August, 2014 to June, 2019)

Job Profile: Teaching MBA, MTech and BTech classes.

Subjects Handled:

- Strategic Management
- Supply Chain Management
- Business Ethics
- Advertising Management
- Marketing Management
- Soft Skills Lab
- Human Resources Management

- **Micronet**, Bathinda (June, 2009 to July, 2014)
- Worked as Visiting Faculty

Job Profile: Teaching MBA and BBA classes.

- **ICFAI National College**, Bathinda (March, 2005 to March, 2009)
Worked as a Campus Head & Vice Principal.

Job Profile:

- Teaching MBA.
- Academic Planning and Coordination, effectively completed Placements & SIP for the respective batches with 100% achievements
- Campus Administration & Accounts
- Campus Admissions & Brand Building

Subjects Handled:

- Marketing Management
- Organizational Behavior
- Sales & Distribution Management
- Retail Management
- Human Resources Management

- Service Management
- Business Strategy
- Business Ethics & Corporate Governance

Sikkim Manipal University Study Centre, Bathinda, Punjab (June, 2004 to February, 2005)

Worked as a Lecturer – Marketing
Teaching MBA.

Amity Business School, Noida (January, 2003 to May, 2004)

Job Profiles: Teaching MBA and BBA classes

Subjects handled:

- Advertising & Sales Promotion
- Public Relations & Corporate Image
- Consumer behavior
- Integrated Marketing Communications
- Foundations of Marketing
- Retail Management
- Academic Administration
- Organizing Academic related activities
- Other academic activities:
 - a. Conducted short term modules: 10 Days Certificate Program in CRM & Marketing
 - b. 3 Days Certificate Program in Selling
 - c. Guiding Research activities: Dissertation Project of PGDM, MBA, & BBA students

Dainik Bhaskar, Jaipur (December, 1999 to June, 2000)

Worked as a Manager – Business Analysis, Reporting to the Director – Advertising.

Job Profile:

- Business comparisons, trends of advertising, moods of advertisers
- Seasonal / regional advertising
- Innovative / festive advertising
- Suggesting mainstream marketing on decline in business & suggestions to enhance business through ratio analysis

Onida Savak Ltd., Noida (February, 1994 to December, 1999) Worked as Product Manager in the Marketing Department.

Products Handled: CTV's / B&W TV's, Washing Machines & VCR.

Job Profile:

- Advertising – Coordinating with Advertising Agency (Avenues & Triton)
- Liaisoning with Advertising Agency to help in providing conceptual, material and aesthetical insight for the product and corporate advertisements in both print and electronic media.
- Pricing - Deciding the price structure of various states for distributors & dealers.
- Declaration of prices to branches all over the country.
- Market Research – Liaisoning with the market research agency such as ORG, Baroda; Standard Research System, Bombay; Francis Kanoi, Madras; Pathfinders, New Delhi

with a view to provide market feedback to top management by analysis and processing the primary and the secondary data.

- Event Marketing – Coordination with the Event Marketing Agency: Teamwork Films (P) Ltd. for arranging the mega events like ONIDA Pinnacle Awards’ 95 at New Delhi, Mumbai, Jaipur & Goa; Onida Super – Summit at Delhi. Organizing exhibitions like the ONIDA stall at ITPO.
- Public Relations – Liaisoning with the PR Agency – Perfect Relations, New Delhi to organize business write-ups on new product launches, company activities, etc.

Professional Qualification:

- 2018 Completed Ph.D. in Management from Punjabi University, Patiala on the topic, “The study of the consumption pattern of the Indian Bottom of the Pyramid Market”.
- 2015 Completed B.Ed. from Himachal Pradesh University, Shimla.
- 2012 UGC NET qualified
- 2006 – 07 Completed M.Phil. in Management from Periyar University.
- 1991 – 93 Completed Master’s in Business Administration (MBA) from University of Pune. Secured second position in University of Pune.

Educational Qualification:

- 1987 – 89 Graduation in Science from Punjabi University, Patiala, Punjab.
- 1985 – 87 Passed Std. XII from Delhi Public School, R.K. Puram, New Delhi.

Achievements:

- Received NPTEL Topper Award in June 2023.
- Awarded Best Paper in National Conference on Resurging Indian Economy by 2030: Transcending Management Practices held on 28th to 29th July, 2022 organized by BSSS-IAS, Bhopal.
- Awarded Best Paper Award in Technical Session on Marketing in International e-Conference on surviving in tough times: Strategies for Success & Sustainability on 6th June, 2020 by PIMR, Indore.
- Awarded Second Prize in the National Competition on Current Issues organized by ICFAI National College, Hyderabad on the topic “ The Customer is always right” under the category of Marketing Management in 2006.
- Certified NSDC Trainer with Grade ‘A’
- Received appreciation letter from Hon’ble Vice Chancellor, MRSPTU, Bathinda.
- Rich exposure in Public Speaking and teaching soft skills.
- College representative at the University of Pune (1992 – 93)
- Secured second position in the “Inter College Debate Contest” of Management Colleges under University of Pune (1993).
- Represented Punjab state at the National level Science Seminar, 1984 and secured second position.
- College representative at the University of Pune (1992 – 93)

Research Papers: (National/International)

1. Presented a paper on “Retailing an imperative edge” at National Seminar USBS, Talwandi Sabo in March, 2007.
2. Presented a paper at National Seminar on “Women Entrepreneurship” at Desh Bhagat Institute of Management & Technology, Mandi Gobindgarh in March, 2007.
3. Presented a paper at International Seminar on “Building World Class Institutes” organized by Desh Bhagat Institute of Management & Technology, Gobindgarh in September, 2007.
4. Presented a paper in a National Seminar on Globalization and its impact on Retail in Indian Content at NSVKMS, MBA College, Vishwas, Gujarat in March, 2008.
5. Research Paper presented at International Seminar on “Sustainable Development” at RIMIT, Gobindgarh in March, 2008.
6. Research Paper presented and published at 2nd National Conference on “Retailing in India: Opportunities and Challenges” held at Baba Farid College of Management and Technology, Bathinda in March, 2012.
7. Research Paper presented and published at 3rd National Conference on “Trends and Issues in Product and Brand Management” held at Baba Farid College of Management and Technology in March, 2013.
8. Research Paper presented at One day National Seminar on ‘Contemporary Issues in Management for Sustainable Development’ held at UBS, Punjabi University, Talwandi Sabo in February, 2015.
9. Research Paper presented and published at National Conference on Current Issues & Opportunities in Emerging Global Business Scenario at GZSCCET, MRSPTU, Bathinda in April, 2016.
10. Research Paper presented and published at 2nd International Conference on Engineering and Technology, Science and Management Innovation, at NITTTR, Chandigarh in January, 2017.
11. Research Paper published in the Journal of Marketing Strategy on “Understanding the Consumption Pattern of the Bottom of the Pyramid Market’ in February, 2018.
12. Research Paper published in BSSS Journal of Management, 2019 on “Determinants which impact emotional intelligence at workplace”.
13. 13. Research Paper presented in the virtual conference on The New Normal in Management, Social Sciences & Eco Development organized by Amity University, Gwalior on the topic, “Rural Renaissance: A Paradigm shift in the New Normal” on 6th November, 2020.
14. Research Paper presented in the virtual conference on “International E-Conference on Surviving in Tough Times: Strategies for success and Sustainability organized by PIMR, Indore on 6th June, 2020 on the topic “Post-Covid 19 Era: Impact on Rural Marketing Strategies”.
15. Research Paper presented in virtual conference on “Ground based Solutions for Curbing Economic Slowdowns of India during and after CORONA Pandemic Situation” Organized By MGCGV, Chitrakoot, on the topic “The evolving face of retailing: Post COVID19 “from 10th May To 13th May, 2020.
16. Research Paper published in International Journal of Market Research on “Segmenting the Bottom of the Pyramid Consumers: Theoretical Approach” in SAGE Publications in Nov.,2021.
17. Research Paper presented in ICSSR sponsored 2-Day Virtual Seminar on the topic” Innovative Teaching Styles in Higher Education: NEP 2020’ from 18th to 19th February, 2022.
18. Research Paper published in International Journal of Research and Analytical Reviews on the topic ‘Green Initiatives in the Automotive Industries in India: A Benchmarking

Study' on 5th January, 2023, ISSN 2349-5138.

Book / Chapter Publications:

1. Book on Retail Management: Published by BSSS Publishing Cell, 2021. Available on KINDLE.
2. Book on Changing Retail Landscape, Published by BSSS, Publishing Cell, 2022.
3. Chapter published in the Book "The New Normal in management, social sciences & economic development on the topic "Rural Renaissance: A Paradigm shift in the New Normal" published by Utkarsh Publications, Meerut, UP in 2020 with ISBN No.9789389298796.
4. Chapter published in the book," Pedagogical Innovations, Techniques and Challenges with Digitized Teaching-Learning" on the topic 'SWOC Analysis of Online Learning: Strategies to be adopted in the New Normal' published by BSSS Publishing Cell, Bhopal with ISBN No. 9788195257003 in 2021.
5. Chapter published in the Book "Happiness and Peace" by Matrubhumi Publications, Kareli on the topic "Exploring Happiness and Peace during crisis: The Gandhian way" with ISBN No. 9788194778509 in 2020.
6. Chapter published in the book "Curbing Economic Slowdown" by Shasawat Publications, Chhattisgarh on the topic "The evolving face of retail: Post Covid19" with ISBN No. 978-939-0290154 in 2020.
7. Chapter published in the book "Trends & Issues in Product and Brand Management" by Baba Farid Group of Management & Technology on the topic "Brand Dynamics at the BOP: Characteristics and Challenges" with ISBN No. 978-935-1049937 in 2013.
8. Chapter published in the book "Retailing in India: Opportunities & Challenges" by Excel India Publishers on the topic "Bottom of Pyramid: Characteristics and Challenges" with ISBN No. 978-938-2062073 in 2012.

Workshops/FDPs attended:

1. Attended National Level FDP on Qualitative & Quantitative Research Analysis organized by Dept. of Education, BSSS, Bhopal in collaboration with HRDC and Department of Continuing Education, BU, Bhopal from 12th Dec.,2022 to 18th Dec.,2022.
2. Attended 3 –Days Professional Development Program on 'Overview of Outcome Based Education' organized by IQAC, BSSS, Bhopal from 21 Nov2022 to 23rd Nov., 2022.
3. Attended a one-week online FDP on Mentoring Pedagogy and Research Methodology for Teaching" organized by IIT, Guwahati, 28th Dec to 4th Jan, 2021
4. Attended five days online FDP organized by St. Christopher College, Chennai on Digital Tools for teaching beyond boundaries from 18th Aug to 22nd Aug, 2020.
5. Attended a five days online workshop on Moodle: Learning Management System organized by IQAC Cell, Lady Irwin College, University of Delhi from 20th July to 24th July, 2020
6. Attended two days FDP on Result Based Management Training organized by BSSS, Bhopal from 22nd to 23rd February, 2020.
7. Attended a two days Online Workshop on Research Support tools organized by BSSS, Bhopal from 24th June 2020 to 25th June, 2020.

8. Attended a one-week Short Term Course on Strategic Planning and SWOT Analysis of Technical Institutions through ICT conducted by EDIC, NITTTR, Chandigarh from 23.07.18 to 27.07.18.
9. Attended two weeks Short Term Course on Research Methodology through ICT conducted by Education and Educational Management Department, NITTTR, Chandigarh from 07.05.18 to 18.05.18.
10. Attended a one-week FDP on Entrepreneurship Development conducted by NITTTR, Chandigarh from 18.09.17 to 22.09.17.
11. Attended a one-week Short Term course conducted by NITTTR, Chandigarh from 29.02.16 to 04.03.16.
12. Attended two weeks FDP at SLIET, Longowal from 20th to 30th July, 2016.
13. Attended two weeks FDP at GZSCCET, Bathinda conducted by NITCON, Chandigarh during September, 2016.
14. Attended Workshop on 'Case Study Methodology in Management Education' conducted by IIT, Delhi in April, 2004.
15. Attended one day FDP organized by Amity Institute of Training & Development in February, 2003.

Swayam /NPTEL Courses:

1. Completed NPTEL FDP course on Advances in Strategic HRM from IIT, Mumbai, from Feb to March 2023.
2. Completed NPTEL FDP course on Strategic Management for Competitive Advantage from IIT Kharagpur, from July to October, 2022.
3. Completed NPTEL FDP course on Principles of Management from IIT, Kharagpur from July to October, 2021. Awarded a Silver medal.
4. Completed NPTEL FDP course on Marketing Management-I from IIT, Kanpur from 1st July to 30th Sep, 2020. Awarded a Silver medal.
5. Completed a course on Consumer Behavior from IIT, Kharagpur, from 17th Jan to 31st March, 2020. Awarded a Silver medal.
6. Completed a course on Basics on Digital Marketing from DAVV, Indore and IIM, Indore from 8th Aug to 10th Nov 2019.

Programs Organized

- Organized One Week Short Term Training Program on 'IPR' from 10th to 14th June, 2019 at UBS, MRSPTU, Bathinda organized by NITTTR, Chandigarh.
- Organized Industrial visits to various organizations.

E-Content Development:

Developed 29 e-content videos (available on YouTube) and material for following subjects for BBA, BCA and B.Com curriculum:

- Principles of Management
- Organization Behavior
- Business Organization and Communication
- People Management

Personal Details:

Date of Birth : 05.03.1970
Marital Status : Married
Nationality : Indian
Languages Known : English, Hindi and Punjabi.

References:

1. Dr. Devinder Pal Singh
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