



Name: Dr.Vandana Sharma

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▼ Objective

- To add value to the esteemed organization by leveraging my skills and simultaneously learn and grow with it personally and professionally.

▼ Academic Qualification

| S.No. | Exam/Degree | Year | Board/University |
|-------|----------------------|------|-------------------------|
| 1. | Ph.d. | 2012 | University of Rajasthan |
| 2. | B.ed. (Commerce) | 2009 | University of Rajasthan |
| 3. | M.Com. (E.A.F.M.) | 2005 | University of Rajasthan |
| 4. | B.Com. (Commerce) | 2003 | University of Rajasthan |
| 5. | 12 th | 2000 | C.B.S.E. |
| 6. | 10 th | 1998 | C.B.S.E. |

▼ Working Experience

| Name of the Institute | Classes Taught | Designation | Experience |
|-----------------------|----------------|-------------|------------|
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| Stani Memorial P.G. College, Mansarovar, Jaipur. | M.Com. (EAFM) B.Com. (Pass course) | Lecturer, Department of E.A.F.M. (Commerce) | 1 September 2008- 30 June 2011. |
| S.S. Jain Subodh Girls P.G. College, Sanganer, Jaipur. | M.Com. (EAFM) B.Com. (Pass course) | Assistant Professor, Department of E.A.F.M. (Commerce) | 16 July 2012 – till date |

▼ Publications

1. Book /Book Chapter

| Name of Book | Publisher | ISBN NO. | year | Chapter No. |
|---|--------------------------------|-------------------|------|-------------|
| New Normal in India | Shivam Book House | 978-93-84524-57-9 | 2021 | Chapter 17 |
| Emerging Trends in Finance, Marketing and Human Resource management | Academic Province Publications | 978-81-948555-2-1 | 2021 | Chapter 27 |

2. Paper Publications

| Title | Journal Name | ISBN NO./ISSN No. | Volume | Page No. | Year |
|---|--|-------------------------|-----------------|------------|------|
| Customer Satisfaction and Relationship Marketing (A case study on Male and Female Customers in Public and Private Sector Banks) | Inspira-Journal of Commerce, Economics and Computer Science. | ISSN:2395-7069 | vol. 02 no. 03, | pp. 61-68. | 2016 |
| Customer Satisfaction and Relationship Marketing (Among Customers of Public and Private Sector Banks on the basis of education. | Inspira-Journal of Modern Management and Entrepreneurship. | educationISSN:2231-167X | vol. 06 no.04, | pp. 89-98 | 2016 |

▼ Paper presentation in Seminar/ Conference/Workshop

1. International

| S.No. | Title of paper | Name of Seminar/ Conference/Workshop | Year |
|-------|---|--|------|
| 1 | Changes in consumer behaviour during pandemic | New normal in India : Development and Dimensions | 2021 |
| 2 | Contemporary Employee Retention prespective | International Seminar on Rural Marketing: The Changing Scenario organised by University Commerce College | 2013 |
| 3 | Rural Marketing Strategies | International Seminar on Rural Marketing: The Changing Scenario organised by University Commerce College | |
| 4 | Consumer Protection | International Conference at S.S. Jain Subodh P.G.(Autonomous) College in | 2014 |

2. National

| S.No. | Title of paper | Name of Seminar/ Conference/Workshop | Year |
|-------|---|---|------|
| 1 | Innovative response to changing expectation of consumer | AICTE sponsored National Seminar on Innovation and Management on 13-14 February 2014, organized by IILM Academy | 2014 |
| 2 | Environmental Terrorism | National seminar on Environmental terrorism: A challenge for the new millennium on October 25-26, 2013, organized by St. wilfred's P.G. College, Jaipur. | 2013 |
| 3 | Contemporary Employee Retention prespective | National Conference (sponsored by UGC and ICSSR, New Delhi) on Human Resource Management on 22-23 January, 2013, organized by S. S. Jain Subodh P.G. College, Rambagh | |

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| | | Jaipur. | |
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▼ Awards and Achievements

1. International

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2. National

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▼ Orientation/ Refresher course

| Name of Institute | Course | Year | Organising Institute |
|--|--|------|---|
| UGC-HRDC | Refresher Course | 2022 | Jai Narayan Vyas Institute, Jodhpur |
| Teaching Learning centre, Ramanujan College, University of Delhi | Orientation Programme | 2020 | Ministry of Human Resource development |
| Swayam Arpit Online Certification | Refresher Course on Teacher and Teaching in Higher Education | 2020 | Savitribai Phule Pune University |

▼ Others

| Name of Institute | Course | Year | Organising Institute |
|-------------------|--|------|----------------------|
| ICT Academy | One week online Certificate Course on Digital Teaching | 2021 | ICT Academy |

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|--|------------------------------------|------|---|
| | Techniques | | |
| Spoken Tutorial Project, IIT Bombay | Libreoffice Suite Base Training | 2019 | S.S.JainSubodh Girls College, Jaipur |

▼ Subject Specialization

- E.A.F.M.

▼ Personal Detail

- Date of Birth: 18 July 1983
 - Marital Status: Married
 - Husband's Name: Sumit Sharma
 - Language Proficiency: English and Hindi
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I hereby declare that all the information contained in this resume is in accordance with facts or truths to my knowledge.

Date: 13.07.22

Dr. Vandana Sharma

Place: Jaipur

Committed to Excellence