

# Dr. GARGI SHARMA (Associate Professor, ISIM, Jaipur)

69/363, MANSAROVAR, JAIPUR-302020

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## Professional Summary

- Management Academician with **19 years' experience with a specialization in Economics, Entrepreneurship and Strategic Management.**
- **Ph.D. Awarded** under the guidance– **03**, **Ph.D. Under Supervision – 02**
- **Ph.D. Guide** - RTU, Kota and IIS, Jaipur & **External Expert to evaluate PhD Progress** of the Scholars at University of repute
- Trained and upskilled in **Specialized courses from Top B-Schools** in the field of **Economics, Strategic Management and Entrepreneurship.**
- **Empaneled Examiner** at University of Rajasthan, Rajasthan Technical University, IIS (deemed to be University).
- Publications of **Research Papers** in **UGC and International Journals.**
- **Guest Lectures** for the module 'Labour Economics' in Indian Institute of Health Management Research (IIHMR), Jaipur

## Specialized Courses

- **Online Refresher Course for the discipline "Economics"** under ARPIT 2019, Ministry of Human Resource Development (MHRD), offered by The National Resource Centre, **Shri Ram College of Commerce**
- Swayam online Course, **Introduction to Managerial Economics, IIM Bangalore** 2019
- Management Teachers programme organized by Strategic Management Forum:
- Foundation Course, **IIM, Bangalore**, Dec, 06
- New Product Development, **IIM Bangalore**, Oct, 06
- Innovation, **MDI, Gurgaon**, March, 07
- Strategies for Restructuring, **IIM, Kolkata**, May, 07
- 4-Week Induction/Orientation Programme for "Faculty in Universities/Colleges/Institutes of Higher Education" from September 01- September 30, 2020, under the aegis of Ministry of Human

## Research Publications

- Saini, K., Sharma, G., & Pandey, N. (2022). Cult. Fit: Freemium Pricing During COVID-19. **SAGE Publications:** SAGE Business Cases Originals.
- Sharma, G. Saini, K. (2021). Dabur's Gambit on Ayurveda for a sustaining a Leadership Position. 321-0227-1. <https://www.thecasecentre.org/> .
- Sharma, H., Sharma, G. (2021). Corporate Social Responsibility (CSR)-Responsibility or Charity Tax. Shodh Sarita, 8(29). **(UGC Care Listed)**
- Jhajharia, G. Sharma, G. (2021). Impact of COVID 19 pandemic on entrepreneurial actions in India: A thematic analysis. JIMS8M The Journal of Indian Management & Strategy. **(Web of Science)**
- Akar, A., & Sharma, G. (2018). Talent Management Strategies in Banking Sector of India. International Journal of Technical Research & Science, 2(12), 783- 796. **(UGC Care Listed)**
- Akar, A., & Sharma, G. (2018). An Empirical Study on Different factors of Talent Management Practices influencing the Employees Satisfaction in Banking Sector. Sumedha Journal of Management, 7(4), 77-85. **(UGC Care Listed)**
- Sisodiya, P., & Sharma, G. (2018). Impact of Demographic Variables on Consumer Buying Behaviour. International Research Journal of Management Science & Technology, 9(4), 403-410. **(UGC Care Listed)**
- Sisodiya, P., & Sharma, G. (2018). Digital marketing: Technology and Impact on Business and Management. Journal of Emerging Technologies and Innovative Research (JETIR), 5(12), 714-720. **(UGC Care Listed)**
- Sisodiya, P., & Sharma, G. (2018). The Impact of Marketing Mix Model/Elements On Consumer Buying

Behaviour: A Study of FMCG Products In Jaipur City. International Journal of Technical Research & Science, 3(1), 29-33. **(UGC Care Listed)**

- Sharma, G. (2016). E-Commerce: The Changing Dynamics of Indian Business Environment, International Journal of Management, IT & Engineering, 6(9), 146-156. September 2016, ISSN: 2249-0558 Impact Factor: 6.269.
- Bisawa, T. and Sharma, G. (2015). A study of Factors Making India a leading Destination of Medical Tourism and the Key Emerging Issues. Panacea International Research Journal, 2(3/4), 6-15. Volume 2, No. 3-4, Jan-March & April – June 2015, ISSN 2347 – 369X, Journal Impact factor - 0.667.

## Relevant Experience

**ORGANIZATION: INTERNATIONAL SCHOOL OF INFORMATICS AND MANAGEMENT**

**DESIGNATION: ASSOCIATE PROFESSOR (Since OCTOBER 2013)**

**JOB RESPONSIBILITY:**

- Subjects imparted: Managerial Economics, Fundamentals of Management, Business Environment, Entrepreneurship, Sales and Distribution Management and Business Communication & Soft Skills
- Responsible for Content Management – Annual Report, Newsletter
- Active member of Examination committee

**ORGANIZATION: REDTRAY INTERACTIVE SOLUTIONS PVT. LIMITED, JAIPUR**

**DESIGNATION: QUALITY ANALYST AND SUPPORT (AUGUST 2012 – SEPTEMBER 2013)**

**JOB RESPONSIBILITY:**

- Development and execution of test cases for a Learning Management system
- Client interaction for supporting Learning Management system tool via online tracking system

**ORGANIZATION: YAGYAVALKYA INSTITUTE OF TECHNOLOGY (JAIPUR)**

**DESIGNATION: HEAD OF DEPARTMENT: MBA, ASST.PROF. (JULY' 06-JULY' 2012)**

**JOB RESPONSIBILITY:**

- Subjects taught: Strategic Management, Business Environment, Marketing Management
- Designing, developing and implementing, curriculum for students of MBA
- Introduced and encouraged Interactive Learning classroom setting to increase student active participation and critical thinking.
- Performance evaluation of students/faculties

**ORGANIZATION: COMPUCOM INSTITUTE OF INFORMATION TECHNOLOGY AND MANAGEMENT (JAIPUR)**

**DESIGNATION: LECTURER MBA, (JUNE '04 TO JUNE' 06)**

**JOB RESPONSIBILITY:**

- Subjects taught: Corporate Strategic Management, Strategic Implementation Management, Organizational Behaviour, Organizational Development.
- Cultural Event Management

## Other Specialized courses completed

- Resource Development Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, organized by Ramanujan College University of Delhi
- Online FDP on "Dynamics of Strategy" from 2020-9-21 to 2020-9-25 at Entrepreneurship Development Institute of India, organized by AICTE Training And Learning (ATAL) Academy.
- Faculty Development Programme (Online) on Aatmnirbhar Bharat: Encouraging Enterprise in Rural Communities and Remote Regions held from 04/08/2020 to 06/08/2020 organized by "Swami Keshvanand Institute of Technology, Management & Gramothan, Jagatpura, Jaipur.
- Online Certificate Course Cum Workshop of 32 hours on "Learner Centric Content Design Tools" organized by Deen Dayal Upadhyay Kaushal Kendra, Sanatan Dharma College, Ambala Cantt from 26th August 2020 to 09th September 2020.
- Essentials of Entrepreneurship: Thinking & Action an online non-credit course authorized by University of California, Irvine and offered through Coursera.
- 2-Week Faculty Development Programme on "Innovations in Management Education and Research" August 17 - August 30, 2020, Teaching Learning Centre, Ramanujan College, University of Delhi
- One Week Faculty Development Program jointly organized by Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi
- Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing and more, an online non-credit course authorized by IE Business School and offered through Coursera
- Innovation for Entrepreneurs: From Idea to Marketplace an online non-credit course authorized by University of Maryland, College Park and offered through Coursera
- Strategic Management an online non-credit course authorized by Copenhagen Business School and offered through Coursera
- 5 day FDP on Basics of Research & Multivariate Data Analysis from 22-26, February, 2021 organised by Jaipuria Institute of Management, Jaipur.

## Academic Qualifications

- **Ph.D.** in the field of Management in the subject "A study of significant issues of corporate Governance in selected public & private sector banks" awarded in the year 2009.
- **NET** in Management stream, June 2005
- **MBA** (2002-2004), University of Rajasthan, Jaipur
- **B.Com** from Maharani College (1999-2002), University of Rajasthan, Jaipur
- XII in Commerce stream from K.V.1, Jaipur, 1999
- X from K.V.1, Jaipur, 1997

