

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

69/363, MANSAROVAR, JAIPUR-302020

(M) +91-9982619181

(E) GARGISHARMA.AS@GMAIL.COM

Professional Summary

- Management Academician with 20 years' experience with a specialization in Strategy and General Management.
- Ph.D. Awarded under the guidance—03, Ph.D. Under Supervision – 04
- 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 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.

Specialized Courses

- 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

Research Publications

- Goswami, V., Joshi, V. K., & Sharma, G. (2024). Unveiling the investment behaviour of Gen Y and Z: A study on artificial intelligence stocks awareness and decision-making (1st ed.). CRC Press. <https://doi.org/10.1201/9781003543633>
- 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/>.
- Saini, K., & Sharma, G. (2021). Hamdard Laboratories: Launch of Rooh Afza Fusion into the ready-to-drink segment. OORJA-International Journal of Management & IT, 19(1).
- 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)**
- Sharma, H., Sharma, G. (2021). Corporate Social Responsibility (CSR)-Responsibility or Charity Tax. ShodhSarita, 8(29). **(UGC Care Listed)**
- 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.

Other Specialized courses completed

- 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.
- Essentials of Entrepreneurship: Thinking & Action an online non-credit course authorized by University of California, Irvine 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
- Resource Development Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, organized by Ramanujan College University of Delhi
- 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.
- 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
- 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 Strategic Management on the topic 'A Study of Significant Issues in Corporate Governance in Selected Public and Private Sector Banks,'** awarded in 2009 by the **University of Rajasthan.**
- **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