

Curriculum- Vitae

Dr Reetu Sharma

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Academic Background

M.Com, JRF (NET), MBA, PGDCA Ph.D

(Specialization in Marketing Management, Management Accounting, Managerial Economics)

EXPERIENCE

- Engaged in teaching as a JRF from Dec 2006 to Nov 2008 in Commerce Deptt, KUK.
- Engaged in teaching as a Teaching associate for the session 2009-10 in Commerce Deptt, KUK.
- Engaged in teaching as a Lecturer in Saarthak college of Engineering & Management from May 2010 to July 2011.
- Engaged in teaching as a Lecturer in IHM, Jyotisar from Jan 2012 to April 2012.
- In session 2012-13, from July 2012 to Oct 2012 worked as an Assistant Professor in Commerce Deptt, and from Dec 12 to May 13 as a Assistant Professor in DDE, KUK.
- In session 2013-14, From August 13 to may 14 worked as a teaching associate Haryana School of Business, GJU, HISAR.
- In session 2014-145 From August 01, 2014 to till now worked as Ext. Lecturer in Govt. College, Behrian, Pehowa.

Research Activities

- Paper Publication (9)
- Paper Presentation (7)

- Workshop Attended(1)

Paper Publication

- Paper published under the title “a comparative pricing practices of exporting and non exporting SSI units in Haryana In Prabandhan – Indian Journal of Management with ISSN no 0975-2854, volume 3 ,Dec 2010 issue.
- Paper published under the title “Exporting SSIs in Haryana: opportunities and threats” Prabandhan –Indian Journal of Management with ISSN no 0975-2854, volume 4, June 2011 issue.
- Paper published under the title “a comparative marketing practices of exporting and non exporting SSI units in Haryana In “A comparative Marketing practices of exporting and non exporting SSI units in Haryana” on indianmba.com.
- Paper published under the title “Retail Marketing in India” on indianmba.com.
- Paper published under the title “A comparative study of product practices of exporting and non exporting SSI units in Haryana” in online journal with ISSN no 2277-1018,volume 1,Dec 2012 issue inRadix journal of economics and business mgt.
- Paper published under the title” Problems and prospects of SSI(A case study of Haryana industrial units)” in online journal with ISSN no 2319-2836,volume 2, Oct 2012 issue in Asia pacific journal of marketing & mgt review .
- Paper published under the title “A study on corporate Governance: an overview and key role of various stakeholder” in online journal with ISSN no 2319-2836,volume 2(1), Jan2013 issue in Asia pacific journal of marketing & mgt review.
- Paper published under the title” Role of foreign direct investment in different sectors” in online journal with ISSN no 2278-3369,volume 2,Jan –Feb 2013 issue .
- Paper published under the title “Problems and prospects of Retailing in globalised scenario” in CHINTAN – an internationally referred journal with ISSN. No 2229-7227(APRIL-NOV 2013).

Paper Presented

- Paper presented under the title “Micro finance: a ray of hope for poor” in national seminar Commerce Deptt, KUK.

- Paper presented under the title" SSI in globalised scenario" in an international seminarCommerce Deptt, KUK.
- Paper presented under the title" Ethical aspects of Advertising" in national seminar in Manohar memorial college, Fatehabad.
- Paper presented under the title" Occupational stress: an emerging issue of organizational behavior" in Arya Kanya Mahavidhyalya, Sahabad on Nov 10,2012
- Paper presented under the title "Corporate governance in Indian scenario- Evolution and challenges" in KVADAV College , on Oct 26,2012, Karnal.
- Paper presented under the title"A study on occupational stress: causes and management" in GJU, Hisar in national conference held on Feb, 2013.
- Paper presented under the title Retailing sector in India in Globalised scenario in Babu Anant Ram college KAUL (Kaithal)

Workshop attended

- 7 days workshop on Research methodology in social sciences& SPSS held by B.R. Amedkar study centre, KUK from Sep (1to7) 2012.

Personal Information:

Date of Birth : **08-07-1975**

Father's Name : **Sh. Sunder Lal Sharma**

Sex : **Female**

Marital Status : **Married**

Permanent Address : **DR. Reetu Sharma c/o DR. Rishi Pal Sharma**
Professor Colony, Gali No. 5
Kurukshetra (Haryana)

Date: -

Place :-

(Reetu Sharma)