

Name : Riya Sharma
Designation : Associate Professor
Department : Department of Business Administration
Qualification : MBA, MPhil, Pursuing PH.D.
Experience : Teaching: 15 Years 11 Months Industry: 1 Year
Area of Specialization(s) : Marketing and Consumer Behaviour
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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Marketing	GGSSIP University	Pursuing
M.B.A	Business Administration	GGSIPIU	2003
MPhil	Marketing	Madurai Kamaraj University	2007

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution / University / Agency Name	Year
NET	Management	UGC	2005

Research Publications (Indexed)

International

1. International Journal of Innovative Research and Development on 'Experiential Marketing: A review of its process for customer Satisfaction' in January 2017.

Presentations in Conference

International Conference

1. Paper Presented in International Journal of Innovative Research and Development on 'Experiential Marketing: A review of its process for customer Satisfaction' in January 2017.

National

1. Presented a Research Paper '**Customer Relationship Management in Selected Indian Industries**' in a National Conference on Changing Paradigms in Management Practices conducted by Apeejay School of Management.
2. Presented & published a paper on "**Socio-Ethical Implications of Advertising- A Bird's Eye View**" in the National Conference organized by Apeejay School of Management in June 2009.
3. Presented a paper on "**Advertising and its Socio-Ethical Implications**" at Staff Development Programme approved by AICTE organized by Maharaja Agrasen Institute of Technology

Conference / Seminar / Workshop Organized/Resource Person

1. Social Entrepreneurship Webinar on the topic "Be a Social Entrepreneur" on December9, 2020.
2. Webinar: " Career Progression as a Marketing Graduate: Myth vs. Reality" in 2020.
3. Co-Convener at Derivatives Beginner Module From October 18 - December 20, 2020.
4. Co-Convener at "Skill Enhancement Certificate Course on Contemporary Practices in Management", Feb 2021 to June 2021.

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
<i>Recipient of BEST FACULTY AWARD</i>	MATES	2008