

Name : Shikha Sharma
Designation : Assistant Professor
Department : Business Administration
Qualification : PhD (Pursuing), MBA, PGDBA,
Experience : Teaching: 12 Years 9 Months Industry: 2 Years Research: 5 Years
Area of Specialization(s) : Marketing and International Business
Email (Official ID) : shikhasharma.faculty@maims.ac.in

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D	Management	Department of Business administration, Aligarh Muslim University	Pursuing
MBA	Business Administration	Guru Gobind Singh Indraprastha University	2006
BBA	Business Administration	Guru Gobind Singh Indraprastha University	2004

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution / University / Agency Name	Year
Online Course	Marketing Research and Analysis- II	NPTEL	2020
Online Certificate	Digital Marketing	GLOBSYN Business School in association with AICTE	2020
Advanced Diploma in Management	Management	All India Management Association (AIMA), Centre of Management Education	2014

PGDBA	Marketing Management	SCDL, Pune	2007
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Research Publications (Indexed)

1. Sharma. S, **Stressors in Nursing- Revisiting literature from India and west**, *Journal of Nursing and Health Science (IOSR-JNHS)* e-ISSN: 2320–1959,p- ISSN: 2320–1940 Volume 10, Issue 4 Ser. I (Jul. 2021)
2. Jain. R & Sharma. S, **Determinants of customer satisfaction in online shopping**, *Maharshi Dayanand University Research Journal ARTS 2020, Vol.19 (1), ISSN : 0972-706X.*
3. Sharma. S, **Emotional Labour In Nursing- A Review Of Literature**, *International Journal of Interdisciplinary Research and Innovations Vol. 6, Issue 3, pp: (403-408), Month: July – September 2018, ISSN 2348-1226 (online), ISSN 2348-1218 (print)*
4. Sharma. S, **Perceived Academic Stress among Students**, *RESEARCH REVIEW International Journal of Multidisciplinary, volume-03, Issue- 8, August 2018, ISSN: 2455-3085 (Online)*
5. Sharma. S, **Altruism in Nursing**, published in *Book titled- “Business Management Practices: New Trends And Challenges”*, ISBN 978-93-86608-60-4, July, 2018
6. Jain. R & Sharma. S, **Role of Demographic Variables in Investment Decisions**, *RESEARCH REVIEW International Journal of Multidisciplinary, volume-03, Issue- 7, July, 2018, ISSN: 2455-3085 (Online)*
7. Sharma. S, **Conceptual Framework of Stress- Approaches and Models**, *International Journal of Exclusive Management Research (IJEMR)– December 2017, Vol 7 Issue 12, Online – ISSN 2249–2585 Print – ISSN 2249-8672*

Presentations in Conference

International Conference

1. Paper on “Multiculturalism and Organisational Success” published and presented at International Conference on Emerging trends in Fashion, Footwear & Business Management, Sept 28-29, 2013, Organized by FDDI, Rohtak in association with Society of Technical and Management Professionals ISBN- 978-93-81212-42-4
2. Paper on “Competitive Intelligence” published and presented at International Conference on Management and Behavioural Sciences (ICMBS, June 3, 2012) organised by Society of Technical and Management Professionals, Delhi, ISBN- 978-93-81212-17-2
3. Paper on “Value Based Management- An alignment of company’s overall aspirations and management processes” published and presented at International conference on Challenges of Globalization and Strategy for Competitiveness, Jan 14-15, 2011, organized by Ajay Kumar Garg Institute of Management, Ghaziabad and NIESBUD, ISBN- 978-0230-33231-7

National

1. Paper on “A Study on Stress Among Nurses Working In Public Hospitals” published and presented at 23rd Tecnia National Conference 2015, Stress to Steadiness – Paradigm shift in causes, consequences and interventional Strategies for Effective stress management, October, 2015, ISBN: 978-1-63-102459-7
2. Paper on “Customer Relationship Management- A viable strategy for Global Success” Published and presented at National conference on Global Economic scenario- threats and opportunities for corporate world organized by Guru Nanak Institute of Management, New Delhi , ISBN- 978-81-9046-35-39
3. Paper on Performance Management Systems presented at 2nd National conference on Innovation And Information Management: Opportunities and Challenges, April 15-16, 2011, organized by BVM College of Management Education, Gwalior
4. Paper on Globalization and Subsequent Organizational Restructuring at National Seminar on “Opportunities and Challenges presented by Globalization for Indian Economy” organized by New Delhi Institute of Management Studies in collaboration with CSTT, Ministry of HRD, Govt. of India, March 2008.
5. Paper presented on “US Recession: Impact on Indian Economy” at National Seminar organized by New Delhi Institute of Management Studies with CSTT, Ministry of HRD, Govt. of India, December 2008.

Conference / Seminar / Workshop Organized/Resource Person

1. Conference member, 9th International Conference, Resilience and Reinvention in turbulent times: HR & Marketing perspective to be held on October 7, 2021.
2. Conference Secretary, MAIMS International Conference (MIC’2020), Impact of Digitization on Education, Management Sciences, Information Technology, Law Enforcements and Media, December 3 & 4, 2020.
3. Internal Judge, Anveshan, Summer Training Report competition, December 14, 2020
4. Organizing Committee member, CONVOMAIMS, Convocation, October 25, 2020
5. Co-convenor, Faculty Development Program on Research Methodology using SPSS and AMOS, 5th June 2017 – 10th June 2017

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
All India Management Association	Member	-

