

Name : Dr. Shikha Sharma
Designation : Assistant Professor
Department : Business Administration
Qualification : Ph. D, MBA, PGDBA, UGC-NET(Management), UGC-NET(HRM)
Experience : Teaching: 15+ Years Industry: 1.5 Years
Area of Specialization(s) : Marketing and International Business
Email (Official ID) : shikhasharma.faculty@mains.ac.in
Ph.D guidance : -

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D	Management	Department of Business administration, Aligarh Muslim University	2021
MBA	Business Administration	Guru Gobind Singh Indraprastha University	2006
PGDBA	Marketing Management	SCDL, Pune	2007
BBA	Business Administration	Guru Gobind Singh Indraprastha University	2004

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution / University / Agency Name	Year
Certificate Course	Strategic Management for Competitive Advantage	NPTEL, IIT Kharagpur	2023
AICTE Sponsored Short Term	Research Methods in Organizational Behavior and	IIT, Madras	2022

Course	Human Resource Management		
Certificate Course	The Fundamentals of Digital Marketing	Google	2022
Certificate Course	Marketing Research and Analysis- II	NPTEL, IIT Roorkee	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

Books Authored/Edited:

1. Authored Book on 'Marketing Analytics' ISBN 978-8119662487, Ane Books Pvt. Ltd., October 2023

Patent Published:

- Method for Assessing Spiritual Leadership Qualities of an Individual, Application No. 202311009505 A, Publication Date: 24/02/2023.

Research Publications (Indexed)

1. Sharma, S., Jain, R. & Maggon, M. (2024). Digital Brand Immersion: Unveiling the impact on Authenticity, Attachment and Loyalty in Luxury Fashion. *Academy of Marketing Studies Journal, Vol. 28 Issue 6. (Ahead of Print) (ABDC: B)*
2. Sharma, S. & Jain, R. (2024). The Shadow Realms of the Metaverse: Exploring Mental Health and Well- being Dimensions. *European Economic Letters, Vol. 14 (1), 729-734, ISSN: 2323-5233, January. (ABDC: C)*
3. Satyanarayana, Inamdar, N., Sreeja, Jain, R., Sharma, S. & Padma, S. (2024). Maximizing Impact: Unleashing Employee Performance through Transformational leadership, Organizational Commitment, and Work Engagement. *Journal of Informatics Education & Research, Vol. 4(1), 148-154, ISSN: 1526-4726, January. (ABDC: C)*
4. Jain, R. & Sharma, S. (2024). Role of Education in Sustainable Development, Drivers of Sustainable Development: A paradigm Shift, Maharaja Agrasen Institute of Management Studies, 95-102, ISBN: 978-93-5996-343-3.
5. Sharma, S., Jain, R. & Verma, S. (2023). The Role of Emotional Intelligence in Predicting Student's Academic Achievement in Online Learning. *Educational Administration: Theory and Practice, Vol. 29(4), 533-543, ISSN: 2148-2403. (SCOPUS)*
6. Sharma, S. & Jain, R. (2023). Metaverse: the new universe to attain sustainable development goals. *Jharkhand Journal of Development and Management Studies, Xavier Institute of Social Service, Vol. 21 (1), 9661-9673, ISSN: 0973-8444, January-March. (UGC CARE).*
7. Tiwari, S. & Sharma, S. (2021). A Study on Apparel Impulse Buying Behaviour of College Students in Relation to Visual Merchandising, Resilience & Reinvention In Turbulent Times: HR & Marketing Perspective

8. Sharma, S., Talib, P. & Singh, G. (2021). Review of Studies on Stress, Job Satisfaction and Resilience among Nursing Professionals” *Indian J Cont Nsg Edn*, Vol. 22, Issue 2, ISSN. (UGC CARE).
9. 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)(UGC Care)
10. Jain. R & Sharma. S, Determinants of customer satisfaction in online shopping, *Maharshi Dayanand University Research Journal ARTS 2020*, Vol.19 (1), ISSN : 0972-706X. (UGC Care)
11. 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)
12. Sharma. S, Perceived Academic Stress among Students, *RESEARCH REVIEW International Journal of Multidisciplinary*, volume-03, Issue- 8, August 2018, ISSN: 2455-3085 (Online) (UGC Care)
13. Sharma. S, Altruism in Nursing, published in *Book titled- “Business Management Practices: New Trends And Challenges”*, ISBN 978-93-86608-60-4, July, 2018
14. 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) (UGC Care)
15. 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 (UGC Care)

Conference Proceedings Publication:

1. Verma, S. & Sharma, S. (2021). The Role of Emotional Intelligence in Predicting Students' Academic Achievement in Online Learning. Conference Proceeding of MAIMS 9th International Conference on Resilience & Reinvention In Turbulent Times: HR & Marketing Perspective.
2. Sharma, S. (2015). A Study on Stress Among Nurses Working In Public Hospitals. Conference Proceedings of 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
3. Sharma, S. (2015). Multiculturalism and Organisational Success. Conference Proceedings of International Conference on Emerging trends in Fashion, Footwear & Business Management organised by FDDI, Rohtak in association with Society of Technical and Management Professionals ISBN-978-93-81212-42-4
4. Sharma, S. (2015). Competitive Intelligence. Conference Proceedings of International Conference on Management and Behavioural Sciences (ICMBS 2012) organised by Society of Technical and Management Professionals, Delhi, ISBN- 978-93-81212-17-2
5. Sharma, S. (2015). Customer Relationship Management- A viable strategy for Global Success. Conference Proceedings of 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

Presentations in Conference

1. Paper titled “Digital Brand Immersion: Unveiling the impact on Authenticity, Attachment and Loyalty in Luxury Fashion” presented at MAIMS International Conference on Re-visiting Business, Education and Communication with an emphasis on Sustainable Development on March 12th & 13th, 2024
2. Paper titled “Exploring the Frontiers of Generative AI: Applications, Hurdles, and the Synergy of AI and Human Interaction” presented at MAIMS International Conference on Re-visiting Business, Education and Communication with an emphasis on Sustainable Development on March 12th & 13th, 2024
3. Paper titled “A Comparative Analysis of Various Machine Learning Techniques for Predicting House Price” presented at MAIMS International Conference on Re-visiting Business, Education and Communication with an emphasis on Sustainable Development on March 12th & 13th, 2024.
4. Paper titled “Meta Healthcare System- The new era of Smart health” presented at “International Conference on Recent Advances in Health Sciences” (ICRAHS-2024) under the Theme "Innovations in Sustainable Health Sciences and Research" held on 27th April 2024, organized by School of Pharmaceutical Sciences, Lovely Professional University, Punjab.
5. Paper titled “Metaverse: The new Universe to attain SDG’s” at Dr. Rajendra Prasad National Convention on Repositioning India @ 2047: Revisiting Sustainable Development Goals for Nation Building organized by Indian Institute of Public Administration on 15th & 16th December 2022
6. Paper titled “Meta Healthcare System- The new era of Smart Health” presented at 10th International conference on Business & Management (2022-23) Business practices in the era of sustainable development goals (SDGs) 2030 and new age technologies organized by Shaheed Bhagat Singh College, University of Delhi on 10th & 11th November 2022.
7. Paper titled “Policy responses for driving Indian economy: Covid 19” presented at 6th International Conference on “Drivers of Global economic recovery” held on April 23, 2021
8. Paper titled “Sustainable Marketing- Rethinking survival” presented at 6th International Conference on “Drivers of Global economic recovery” held on April 23, 2021
9. Paper titled “Performance Management Systems” presented at 2nd National conference on Innovation and Information Management: Opportunities and Challenges organized by BVM College of Management Education, Gwalior.
10. Paper titled “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.
11. 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

- **Session Co-Chair:** Marketing Track at MAIMS International Conference on Re-visiting Business, Education and Communication with an emphasis on Sustainable Development organized on March 12 &13, 2024
- **Co-Convener:** MAIMS International Conference on Re-visiting Business, Education and Communication with an emphasis on Sustainable Development organized on March 12 &13, 2024
- **Convener:** Advay 4- Hindi open-mic session organized on September 14, 2023
- **Convener:** Aesthete 2.0, Literary Fest of MAIMS organized on March 15 & 16, 2023
- **Convener:** Advay 3- Hindi open-mic session organized on September 14, 2022
- **Convener:** Aesthete 2022- The Literature Fest, April 1 & 2, 2022
- **Co- Convener:** ANVESHAN- A Summer Training project competition, November 17, 2021
- **Organizing Member:** 9th MAIMS International Conference on “Resilience and Reinvention in Turbulent Times”: HR and Marketing Perspective, October 7, 2021
- **Resource person:** Skill Enhancement Certificate Course on Contemporary practices in Management September- October 2021
- **Convener:** Webinar & Quiz on “Digital Marketing: Ingenuity and Creativity”, September 9, 2021
- **Resource person:** Skill Enhancement Certificate Course on Contemporary practices in Management 2.0 February – June 2021
- **Secretary:** MAIMS International Conference (MIC 2020) on Impact of Digitization on Education, Management sciences, Information technology, Law Enforcements and Media, December 3 & 4, 2020
- **Organizing member:** E- Convocation- CONVOMAAMS2020, October 29,2020

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
Commerce and Management Association	Life member	