

**Name** : Shraddha Sharma  
**Designation** : Assistant Professor  
**Department** : BBA  
**Qualification** : M.Com  
**Experience** : 5 years  
**Area of Specialization(s)** : Digital Marketing, Artificial Intelligence in Marketing,  
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#### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
M.Com	Commerce	University Of Delhi	2017
B.Com	Commerce	Kalindi College, University of Delhi	2015

#### Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution / University / Agency Name	Year
NET	Commerce	UGC	2017
Bachelors in Education	Education	Maharishi Dayanand University , Rohtak	2021
Certification in One Month Faculty Development program	Commerce	MHRD,UGC	2019
Certification in Innovative Teaching Pedagogies in Digital Era	Commerce	MHRD,UGC	2021

#### Research Publications (Indexed)

Paper Published “ Surrogate Advertising & its impact on Youth”, RNI Regd. No.UTT BIL/2011/40666, UGC Journal No: 41391, ISSN: 2230-8938

Paper Published “Ethics in Business”in Anusandhan Vatika, An Internationally Mutlidisciplinary Research Journal /RNI Regd No. UTT BIL/2011/40666, UGC Journal: 41391,ISSN No: 2230-8938

#### Conference / Seminar / Workshop Organized/Resource Person

Organized a Workshop on Global opportunities & Career Counselling with Group Discussions Techniques, Personal Interview practice sessions.

Organized a seminar on The Art of Entrepreneurship in Ramanujan College, University of Delhi.

Organized a One Week workshop on Life Coaching concluded by Dr. Rabi Mishra, Former Executive Director of RBI, Harvard Alumnus.