

Profile of Prof. Neha Shrotriya



Prof Neha Shrotriya is working as Assistant Professor at I.T.S-School of Management, Ghaziabad.

SELF PROFILE-

A Positive thinker with positive attitude can take initiative even in diverse situations. An effective team member with high level of interpersonal skills, and ability to work in changing environment. Have good social & communication skills to spice with creativity and good sense of humor.

CAREER OBJECTIVE – To reach at the highest echelons of Profession, by leveraging personal Competencies. Have the academic orientation and determination to influence and mold future managers and technocrats to get better jobs and access exciting career opportunities.

AREAS OF INTEREST - Marketing Management, Digital Marketing, E-commerce and social media marketing, Advertising management, Retail management, Consumer Behaviour, Rural Marketing.

PROFFESIONAL/ACADEMIC QUALIFICATIONS

Ph.D. (Management) pursuing, M.Phil. (Management)

Master of Business Administration MBA (Marketing)

Bachelors' degree in commerce (B.COM)

Online Certification Course on “**Digital Trasformation Theory and Applications**” with **75.6% from IIM Ahmadabad (Sawayam).**

Short term course-QIP (Quality improvement program)

- Attended a QIP (Quality Improvement Program) Short Term Course on “**Knowledge Management for Effective Teaching**” at **IIT, ROORKEE** (Department of Management studies) From 23rd May 2005 to 27th May 2005.

AWARDS -

- **Won Third prize for best case presentation** at Paristhiti’ 2011” An Annual National Case Writing & Presentation Competition conducted at **Bharati Vidyapeeth University Institute of Management & Research (BVIMR), New Delhi**, a case on “ **promotional tools used in pharmaceutical industry.**

PUBLICATIONS/FDP, CONFERENCE ATTENDED/PAPER PRESENTED-

- Presented and published a paper in the journal of International conference on the topic “Business Growth through Digitization “-A contemporary approach ,held at I.TS-School of Management on 24-25th April,2025.
- Published a paper on on “A Study on impact of “Make In India” on Indian Economy, in **International Journal of research in Economics and social sciences** in vol 15,Issue 01 of **Jan 2025**.ISSN 2249-7382.
- Published a paper on “A study on adaptation of digital concepts and techniques and its impact on Indian Economy” in **International Journal of IT and Management(IJRIM) Vol.14 Issue 06,June -2024**,A UGC approved International Journal ,6 th June 2024.
- Published a paper in on Business growth through Digital Transformations-”Digital innovations in Business and Economy” at International Conference on**“Innovations, Agility and Sustainability in Global Business Environment”** on 28th & 29th April 2023,held at **I.T.S -School of Management,Ghaziabad.**
- Published Abstract in compendium of papers submitted at national conference on “**Ethics** value and morality, concept, theory and practice. held at **MANAV RACHNA International University.**
- Published a paper in Compendium – Proceedings of VI **National Marketing Seminar on “ Creating and Sustaining customer value: A path to glory”** , published by **MCMILLAN Advanced research series.**
- Attended and Participated in a FDP on “Empowering Professionals In Emerging Technologies For Competency Building”held at Don Bosco Institute of Technology,GGSIP University,New Delhi from 6th to 10th January,2025.
- Presented a paper titled “A study on Emerging Digital Trends and techniques-Customer Adoption Process” in the National Conference on Digitization and Emerging

Trends in Business Management at RNB Global University on Dec 14th 2024.

- Attended and Participated in a FDP on “Significance of Emerging Technologies & Intellectual Property Rights(IPR)”,Organized by Mangalmai Institute of Management and Technology ,Gr.Noida from 16th Dec-20th Dec 2024.
- Presented a paper titled “**A Study to Measure the Popularity of Social Media Platforms and their Impact on Users for Online Marketing**”in international conference on “Ambedkar’s Perspective on Dynamics of Indian Economy: A way Towards Viksit Bharat @2047”**Organized by Shyam Lal College (NAAC A++)**, **University of Delhi** ,In collaboration with Department of African Studies on 15th and 16th April 2024.
- Participated in the 59th Webinar on Citizen Science with Simulation Games conducted by Mr. Eric Treske, Owner, Intrestik, Bavaria, Germany. June 28, 2024, Under the Webinar Series PRATITI 2024...becoming aware being organised by Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore.
- Attended and Participated in a FDP on Intellectual Property Rights in the age of AI, ML,Cyber Security and Block chain during 24-28 June 2024.Attended and participated in 5 days online FDP on Reaserch Methology and Fundamentals from 11 th June to 15thJune,2024,held at I.T.S-School Of Management.
- Participated in the 60th Webinar on Development of Simulation Game, Project PAL using the SECI Model and Collaborative Learning Methods conducted by Dr.NanakoIwasa, Researcher, Faculty of Education, Graduate School of Education, Hokkaido University. July 26, 2024, Under the Webinar Series PRATITI 2024.
- Attended a knowledge based session on “Emergence of EDTECH companies:Strengths and opportunities”,on 21 st August,2024,By AIMS,Association of Indian Management schools.
- Attended a knowledge based session on “Developing MOOCS and engaging learners”,on 18 th September,2024,By AIMS,Association of Indian Management schools.
- Presented a paper on “A study on emerging digital trends and techniques - Customer adoption process” at National Conference on Digitization and emerging trends in business Management,held on Dec 14 th 2024 by RNB Global University.
- Participated and attended a Faculty Development Programme (**FDP**) On “Qualitative Research tools and techniques”, at Jaipuria Institute of Management, from 1st August to 5th August,2022.
- Participated and attended a Faculty Development Programme (**FDP**) on **Research methods and Data Analysis using SPSS and AMOS at ITS**, from June 20th to June 24th 2022.
- Participated in **International conference** held at IMS, Ghaziabad on “**Managing inflection point in changing landscape: through technological innovations (ICMIC21)**” -organized on April 24,2021, and published a paper on **Digital**

Innovations in Business and Economy.

- Participated in **International conference on Reform, Perform and Transform(RPT): An insight into global competitiveness and sustainable development** on 9th and 10th April 2021 and presented and published a paper on **Implications RPT on MSME** , organized at ITS, Mohan nagar, Ghaziabad.
- Participated in **National conference on“Ethics value and morality, concept, theory and practice** and published a paper on **A study to the Ethical sequel of progress with value education and its contribution to the moral development** , held at **Manav Rachna International University**,
- Participated in **National marketing seminar on Creating and Sustaining Customer Value: A Path to Glory** held at ITS, Ghaziabad on 15th and 16th April and Presented a paper titled **“Service quality perception in public and private sector bank-A key to sustain customers.**
- Participated in **National conference on Learning communities for morals and ethics in education** , held at **Lingaya’s University** on 8th April and presented a paper titled” **Study to analyze contribution of value education in the moral development of children**
- Participated in **Paristhiti2011 an Annual National Case Writing & Presentation Competition** conducted at **Bharati Vidyapeeth University Institute of Management & Research (BVIMR)**, New Delhi and presented a case on **“promotional tools used in pharmaceutical industry”**. On 11th march.