

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, web analytics, Advertising management, Retail management, International business, Economics and it's practices.

PROFFESIONAL/ACADEMIC QUALIFICATIONS

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

Master of Business Administration MBA (Marketing)

Bachelors' degree in commerce (B.COM)

FDP, SEMINARS, CONFERENCE ATTENDED/PAPER PRESENTED-

- 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 presented 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 “**Paristhiti’ 2011**” 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.

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

- Published a paper in **JME Journal of Management and Entrepreneurship** ISSN:2229-5348-Vol. 16, NO.3, July-September2022, on the topic “**An analysis on Self-Employment in India-Challenges, Contributions and Future Perspectives. (A UGC CARE LISTED JOURNAL)**”
- Published a paper in **NIU International Journal of Human Rights** ISSN:2394-VOLUME 8-2021on the topic- “**Make in India-An Insight into The Impact On Economic Growth**” (A UGC CARE LISTED Journal)
- Published a paper in International conference on Reform, Perform and Transform (RPT): An insight into global competitiveness and sustainable development on the topic “**Implications RPT on MSME**”, organized at ITS, on 9th and 10th April 2021.
- 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.**

HOBBIES & INTERESTS

Traveling, Debates, Management Workshops, Reading, Surfing Relevant Websites.