



**NAME: Dr.Deepika Dubey**

**DESIGNATION: Assistant Professor**

**QUALIFICATION: MBA+M.Com +P.hd.**

**TOTAL EXPERIENCE: 10 years teaching**

**2 years Industry**

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[sharmadeepi123@gmail.com](mailto:sharmadeepi123@gmail.com) (Personal )

<b>SPECIALIZATION</b>	Marketing management, Human Resource Management.
<b>AREA OF INTEREST</b>	Management (Marketing Management, Human Resource Management, Mentoring , Counseling, Research )
<b>SUBJECTS TAUGHT</b>	Business Communication, Management Innovation, Fundamentals of Management, Human Resource management ,Marketing management ,Principles of Management ,Business ethics, Consumer behavior (Expertise in Handling Core management subjects)
<b>NO.OF CERTIFICATIONS</b>	1 (NPTEL Consumer Behavior ) 2(Skill development Certification) 3 (Jeeva Raksha certification as a “BCLS-PROVIDER”)
<b>PAPERS PRESENTED [NATIONAL&amp; INTERNATIONAL]</b>	<ul style="list-style-type: none"> <li>❖ Management of CSR by LNCT</li> <li>❖ Responsibility of corporate towards society</li> <li>❖ A study on customers satisfaction of organized E-Commerce in M.P</li> <li>❖ A study on Customer’s loyalty in organized retailing</li> <li>❖ Impact of Demonetization on the Indian Economy”</li> <li>❖ Internal Quality Assurance Mechanism in management Institutions</li> <li>❖ Implementation of schemes of quality extensions</li> <li>❖ Delima in growth and inflation in Indian Economy</li> <li>❖ Reasoning reforms in India and Revitalizing Economy for a sustained and inclusive growth</li> <li>❖ International seminar on accounting education and research</li> <li>❖ Risk management in TISCO International journal of accounting and research</li> <li>❖ A Study on Business marketing paradigm and tactics in the modern market .</li> <li>❖ An investigation of the effective Drivers of social commerce preference –the effect on luxury goods</li> <li>❖ Impact of Green Marketing strategies on consumer buying (ALAGAPPA UNIVERSITY)</li> </ul>
<b>PUBLICATION (INTERNATIONAL JOURNAL)</b>	<ul style="list-style-type: none"> <li>❖ Responsibility of corporate towards society fusion Journal APR Nov 15 Vol IX X ISSN 2231-2005</li> <li>❖ Management of CSR LNCT ISSN 2249-026</li> <li>❖ A study on customers satisfaction of organized E-Commerce in M.P IJSRR/DI255</li> <li>❖ A study on Customer’s loyalty in organized retailing Volume 3 issue 11 e-ISSN 2455-3085 impact factor 5.241</li> <li>❖ Risk management in TISCO International journal of accounting</li> </ul>

	<p>and research</p> <ul style="list-style-type: none"> <li>❖ A Study on Business marketing paradigm and tactics in the modern market . NEUROQUANTOLOGY   NOVEMBER 2022   VOLUME 20   ISSUE 16   PAGE 11-20  DOI: 10.14704/NQ.2022.20.16.NQ88002</li> <li>❖ An investigation of the effective Drivers of social commerce preference—the effect on luxury goods NEUROQUANTOLOGY   NOVEMBER 2022   VOLUME 20   ISSUE 16   PAGE 182-185  DOI: 10.14704/NQ.2022.20.16.NQ88021</li> <li>❖ A Study on Fast Moving Consumer Goods and Strategies for Market penetration using Social Media in Rural area .FINTECH DIGITALIZATION and Sustainability .BLOOMBURY Publication</li> </ul>
<b>PUBLICATION (CONFERENCE PROCEEDINGS)</b>	<ul style="list-style-type: none"> <li>❖ Impact of Green Marketing Strategies on Consumer Buying Behavior JSSGIW Journal of Management ISSN:2349-3550 Volume –IX Issue No. I (Oct-March 2022</li> <li>❖ Digital and Social Marketing, Overview of Green Supply Chain Management , GIG Economy. Recent Advancement in Commerce, Management and Technology. ICRACMT-2022. Primax publication</li> </ul>
<b>OP-EDARTICLE PUBLISHED (Provide Online Link)</b>	<b>Nil</b>
<b>BOOK/ BOOK CHAPTER PUBLISHED</b>	<ul style="list-style-type: none"> <li>❖ Rural marketing ISBN:978-93-5693-102-2 Vision Book House ISO 9001:2015</li> <li>❖ Emotional Intelligence ISBN : 978-93-5693-526-6 Vision Book House ISO 9001:2015</li> </ul>

<b>Patent Granted By Govt. Of India</b>	Design Number 404977-001 Date 19/01/2024 Date of Issue 07/03/2024 Artificial Intelligence Powered Air Sterilization Apparatus
<b>FDP ATTENDED</b>	<ul style="list-style-type: none"> <li>❖ 2019-FDP On “Celebrating the spirit of Teachers “ organized by Deepak The Inspiration</li> <li>❖ 2023-FDP On “Empowering Educators Navigating Intellectual Property in Education “organized by The Rural College Ramnagar Dist.</li> <li>❖ 2023- FDP On “Creating Research Ecosystem in Higher Educational Institutions “organized by Dayananda Sagar College of Arts Science and Commerce.</li> <li>❖ 2023- FDP On “Soft Skills for Teachers” organized by Dayananda Sagar College of Arts Science and Commerce</li> <li>❖ 2023- FDP On Intelligence in Higher Education :Teaching and learning Languages organized by JAIN (Deemed –to-be- University Bangalore</li> <li>❖ 2023- FDP On “Teachers Empowerment “organized by Dayananda Sagar College of Arts Science and Commerce</li> <li>❖ 2024 -Mastering Research Paper and enhancing Case Study Writing for Leading Publication” organized by Dayananda Sagar College of Arts Science and Commerce</li> <li>❖ 2024- Developing Leadership skills among Academicians</li> <li>❖ 2024Entrepreneurship and Innovation Management</li> <li>❖ 2024 Consumer Behavior by NPTEL</li> </ul>
<b>Conference Attended</b>	<ul style="list-style-type: none"> <li>❖ 2014-37<sup>TH</sup> All India Accounting Conference</li> <li>❖ 2015 –Corporate Social Responsibility in India</li> <li>❖ 2020-The Institute of Company Secretaries of India “Empowering Educators “</li> <li>❖ 2023National Level Conference on India’s Transformation in the new Millennium</li> <li>❖ 2023International Conference On Data Sustainable Business Practices During TURBULENT TIMES Organized by Mount Carmel College Bangalore</li> </ul>
<b>Workshop Attended</b>	<ul style="list-style-type: none"> <li>❖ 2016-A workshop on Application of Statistical Tools and Techniques in Research Methodology Organized By IEHE BHOPAL.</li> <li>❖ 2018- National Workshop on plagiarism and Publication</li> <li>❖ 2022-Innovation Expo organized by Department of Management AIGS 9 March 2022</li> </ul>
<b>Seminar Attended</b>	<ul style="list-style-type: none"> <li>❖ ICSSR Sponsored National Seminar on FINTECH DIGITALIZATION and Sustainability (NSFDS ) India’s Vision for 2047</li> <li>❖ 2013-Implementation of the schemes of Quality Extension</li> <li>❖ 2014 –Strengthening of infrastructure through Fdi for a Sustained Economic growth</li> <li>❖ 2017 –Impact of Demonetization on the Indian Economy</li> <li>❖ 2012- Internal Quality Assurance Mechanism in Management Institution</li> <li>❖ 2014 –Dilemma of Growth and Inflation in Indian Economy</li> <li>❖ 2023- Financial Empowerment and Career Opportunities in the Financial and Securities Market</li> </ul>

<p><b>Resource person /Awards</b></p>	<ul style="list-style-type: none"> <li>❖ Resource Person of the Faculty Orientation Program of VI Semester BBA/BCOM (NEP Specialization ) 27<sup>th</sup> March 2024 organized by Dayananda Sagar College of Arts Science and Commerce</li> <li>❖ Resource Person for AICTE Training and Learning (ATAL) FDP. Organized by Sagar Institute Of Research and Technology .Topic “Relationship of Emotional Intelligence with Occupational Stress Job Satisfaction and Organizational Commitment”</li> <li>❖ Resource person for Vth Sem NEP orientation of Bangalore University organized by St.Claret College Bangalore</li> <li>❖ Resource person for Vth Sem NEP orientation of Bangalore University organized by Triveni Institute of Commerce and Management Bangalore</li> <li>❖ Teachers par Excellence award by IIHM Bangalore 2019 and 2023</li> </ul>
<p><b>FDP/Workshops /National Conference Conducted</b></p>	<ul style="list-style-type: none"> <li>❖ FDP Conducted on 8/04/2023-“Discipline for Faculty members “</li> <li>❖ FDP Conducted on 21/04/2023 “Teachers Empowerment”</li> <li>❖ FDP Conducted on 19/05/2023 “Creating Research ecosystem in Higher Education and Institutions”</li> <li>❖ Workshop conducted on 18/04/2023 “ UGC Project Guidance for faculties “</li> <li>❖ National Seminar on 31/05/2023 “Changing Paradigms of Business Management and Commerce “</li> <li>❖ FDP Conducted from 22/07/2024 to 26/07/2024 on” Mastering Research Paper and enhancing Case Study Writing for Leading Publication”</li> <li>❖ National Conference Conducted on Innovate to Elevate Fostering Creativity for Sustainable Business.</li> <li>❖ HR summit Vision 2024 conducted on 25<sup>th</sup> March 2024</li> </ul>