

Dr. Shalini Sharma

Faculty - Business Communication, HR & OB

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Profile Summary

- A PhD in Management with MBA (Marketing/HR) having work experience of over 22 years in academics, training sales and administration.
- An NLP practitioner certified and a TTT certified academician (The British Council).
- Certified in TALE (Teachers And Education in Engineering) from NPTEL.
- Area Chair- Corporate Resource Centre (CRC) and Communication and Development (CnD), GNIOT Institute of Management Studies, Greater Noida.
- Mentor for Outcome Based Education (OBE) and LMS coordinator for School of Lifelong Learning, Galgotias University.
- Chairperson- CRC at Army Institute of Management & Technology, Greater Noida.

Professional Experience (22.7 years)

Academic: 13.7 years

GNIOT Institute of Management Studies, G. Noida

Associate Professor

September 2020- present

Chairperson- Communication and Development/ CRC

Galgotias Institute of Management & Technology, G. Noida

Asst. Professor & Head- Employability Skills Training

Aug 2015 - January 2020

Army Institute of Management & Technology, G. Noida

Asst. Professor & Chairperson- CRC

Aug 2013 – July 2015

Accurate Group of Institutions, G. Noida

Asst. Professor

July 2008 – July 2013

Responsibilities

- Delivering lectures in the subjects like Organizational Behaviour, Business Communication, Corporate Communication, HRM, Corporate Entrepreneurship, Managerial Skills Development, and training sessions on behavioural skills.
- Content Development and delivery of modules for Corporate Communication, Professional Communication, and Corporate Readiness Programme Corporate Entrepreneurship, Emotional Intelligence, for PGDM/MBA and B.Tech. programmes.
- Coordinating the training activities of various programmes in the institute on soft skills and

behavioural training such as Interviewing, Resume Building & Self Presentation, Professional Communication, EI, Stress Management, Mindfulness, NLP, Motivation, Team-building & Leadership and Attitude Building.

- Supervising the placement activities as a Chairperson of CRC.
- Developing Academic schedule and reviewing its implementation.
- Uploading and reviewing the content updation, assignments, evaluation and examination for the management of respective courses on LMS.
- Designing and delivering workshop on employability skills for students and behavioural skills for faculty members.
- Guidance and monitoring for project works and academic activities.
- Identifying the training needs, mapping the competency level and preparing training calendar for the trainees and student profiling through psychometric.
- Student counseling in respect of personality development, career, specialization (degree), job prospects and opportunities in the market.
- Organizing Seminars, Conferences, Symposiums, Training and Development Programs.
- Developing and coordinating organization's promotional materials like newsletter, brochures, magazines etc. for the institute.
- Liaison with various industrial and academic bodies for organizing conferences, seminars and training and development programmes.

Corporate : 9 Years

Pragyan School, G.Noida

Personnel and Marketing Officer

Sep 2004 – July 2008

Shalaks Pharmaceuticals Pvt. Ltd, Lucknow

Professional Service Representative

Dec 1998 – July 2004

Job Profile

- Handling the day to day HR & admin processes and marketing activities like promotion, advertising, client handling etc.
- Promotion and distribution of the products to general and super specialties.
- Planning and making strategies for the growth of individual territory and set priorities and implementation of strategies in Toto.
- Generating prescriptions for improving business and ensuring monthly target achievement.
- Imparted Field Sales Training to the new recruits.

Awards and Recognitions

- Awarded “Shikshak Samman” by Dainik Jagran for contribution towards teaching and allied

areas in 2021.

- Best Research Paper Award in ICRAMSTEL, 2019 organized by JIMS, Greater Noida.
- Best Research Paper Award in National Conference of Global Information and Business Strategies organized by GIBS, New Delhi.
- Appreciation letter for organizing Job Fair in Galgotias University for consecutively three years.
- Appreciation for organizing National Seminar on “Make in India Made Easy: Opportunities & Challenges in Defense Sector” at Army Institute of Management & Technology in collaboration with AWES and the Western Command.

Publications

Research Articles

- Sharma, Shalini, Bhardwaj, Shikha (2019), Entrepreneurial Mindset towards Success- An Interview Based Learning in NCR, *International Journal of Recent Technology and Engineering* (Scopus) ISSN- 2277-3878
- Sharma, Shalini, Gujral, Harminder Kaur, Bhardwaj Shikha (2019), Role of Emotional Intelligence and Entrepreneurial Intent, *International Journal of Advance and Innovative Research*, Vol. 6, Jan-March 2019 (UGC CARE). ISSN 2394-7780
- Sharma, Shalini, Gujral, Harminder Kaur (2017), Entrepreneurship and Team Orientation in Engineering Graduates, *International Journal of Applied Business and Economic Research* (Scopus). ISSN 0972-7302.
- Vivek, Kumud and Sharma, Shalini (2012), “Employer Branding and Recruitment”, *International Journal of Management and Technology Research*, Jan-June, 2012, (UGC CARE). ISSN- 2277-291X

Cases

- Bhardwaj, Shikha, Sharma, Shalini (2022), MDS Plastics – Crafting a Survival Strategy amidst a conflict between Partners, *Asian Journal of Management Cases* (ABDC-C, ABS-1).(In print).

Chapters Edited

- Sharma, Shalini and Gujral Harminder Kaur (2022), Risk Taking and Uncertainty Avoidance in Determining the Success of an Entrepreneur. *Constructive Discontent in Execution: Creative Approaches to Technology and Management*, The CRC Press, A Taylor and Francis Group,(Scopus).ISBN 978-1-77491-175-4.
- Mann, Savreet Kaur, Sharma, Shalini (2021), Challenges of Conducting Business. *Emerging Challenges of Business & Management in the Present- Day Competitive Environment*. Prestige Publishers, ISBN: 978-81-949428-3-2.
- Sharma, Shalini and Sharma, Neha (2010), Challenges Put Forth by Globalization to HRM in MNCs. *Managing HR Challenges in the Emerging Global Scenario*, Wisdom Publications, ISBN: 978-81-89547-74-5.

Conference Presentations

- “Does Algorithmic Control Impact the Motivation of Gig Workers? A Critical Review” at Responsible and Resilient Business Research Conference 2022, BIMTECH, Greater Noida.
- “Role of Risk Taking and Uncertainty Avoidance in the Success of Entrepreneur”, at GLRC, 2021, Amity University, Noida.
- A Qualitative study on Inter-generational Difference in Entrepreneurial Mindset (EM) at the 12th International Conference Digitalization as Vehicle for Innovation, Organizational Growth and Effectiveness, Prestige Institute of Management, Gwalior.
- Entrepreneurial Success: A Study of Psychological and Behavioural Factors of Entrepreneurs in Delhi-NCR- *A Thesis presentation* at the 12th International Conference – Digitalization as Vehicle for Innovation, Organizational Growth and Effectiveness, Prestige Institute of Management, Gwalior.
- Entrepreneurial Mindset towards Success- An Interview Based Study in NCR at ICRAMSTEL, 2019 organized by JIMS, Greater Noida, awarded as the “Best Research Paper”.
- Role of Emotional Intelligence in Entrepreneurial Intent, GLRC, 2019, Amity University.
- Role of Emotional Intelligence, Empathy on Entrepreneurship”, National Conference of Global Information and Business Strategies”, awarded as the “Best Research Paper”.
- Emergence of Human Capital in Knowledge Driven Economy in 3rd National Conference on Contemporary Management at Apeejay School of Management, New Delhi.

FDPs/Training/Workshops/Webinars

Organized

- Resource person to the FDP on General Mentoring at D Y Patil University, Navi Mumbai.
- One week FDP on OBE and Accreditation at GIMS, Greater Noida.
- Two weeks Online Interdisciplinary Refresher Course on Blended Learning and Flipped Classrooms at GIMS, Greater Noida in association with TLC, Ramanujan College, DU.
- Performance Improvement Programme at GIMS, Greater Noida on:
 - Demystify the Art of Storytelling
 - Improve Communication Style by knowing your SELF.
 - Art to Smart Documentation.
 - Six Thinking Hats: Ideate and Innovate.
 - Aatmvishleshan- Self- Analysis through psychometric testing on MBTI and Big Five personality factors and Thomas- Kiellman’s Conflict Inventory.

Attended

- Online Faculty Development Program on Qualitative Research in Social Sciences by Fore School of Management, New Delhi.
- FDP on Emotional Intelligence by ATAL.
- Webinar on Winning the Talent War: “Person Job-fit” and “Person Organization-fit” by Krishnan

Ravishankar, NHRDN, Pune.

- Webinar on “How to Write Impactful Literature Reviews” by Emerald Publishing.
- Webinar on Building Resilience and Sustainability in Supply Chains by Harvard Business Review.
- Two-day training on Psychometric Instruments for People and Organization Development, by NHRDN Hosur Chapter in July 2020
- TALE (Teachers and Learning in Engineering) certification programme by NPTEL in May 2019.
- NLP Practitioner Level certification from ANLP in collaboration with EUNLP, Dec. 2017.
- TTT program on teaching methodologies by the British Council, New Delhi, June 2017.
- A five day MDP on “Psychometric Analysis for Working Professionals”, by Army Institute of Management & Technology, Greater Noida, August 2015.

MDPs/Training/Workshops Conducted

Corporate Training

- Resource person for the MDPs at V V Giri National Labour Institute, Noida on
 - Enhancing Performance through Emotional Intelligence for Bharatiya Reserve Bank Note Mudran Private Limited.
 - Knowing Yourself (NLP) for HR Personnel at Damodar Valley Corporation, Kolkata
 - Anchoring(NLP) – A Magical Approach to Make a Difference in Life
 - Stress Management through NLP and Mindfulness for the RBI, ICAR- Coimbatore and 3P Securitas LLP personnel, Police personnel and organizers of Domestic Workers.
 - Enhance your Performance through Emotional Intelligence for health workers, SAIL personnel and RBI staff.
 - Understanding Behavioural Biases Against Gender through Model of Reasoned Action (MORA) for Police Personnel.
 - Interventions for Preventing Sexual Harassment via Enhancing Employees’ Interpersonal Awareness and Communication Skills for the officials of Reserve Bank of India, academicians and advocates.
- Online Training session on “Effective Communication Practices in a Business Environment”, in Shadow Infosystems Ltd.
- Sessions on “Business Writing” and “Human Business Communication” for Japan International Cooperation Agency (JICA), India.
- Sessions on “Lexical Approach to English Communication” and “Business Communication” at Eninov Systems Pvt. Ltd., Noida.
- Sessions on “Team-Building and Leadership” and “Time-Management” at Mobility Networks Pvt. Ltd., Noida.
- Session on Effective Communication Skills and Accent Neutralization at RDIAS, New Delhi.
- Staff Development Program on Stress Management; Team building and Effective Communication Skills at AIMT, G. Noida.

Academic Workshops and Training

- Online/offline training sessions on Verbal Ability, basic communication and Interviewing skills for Quantica Education Services, Noida and Pratham Education a subsidiary of IIFM Ltd.
- Session on “Business Report and Proposal Writing” and “Cross-Cultural Communication” at MDI, Gurgaon.
- Workshop on “Resume Writing and Defending”, “Group Discussion and PI Orientations” at BML Munjal University, Manesar.
- Workshop on “Resume Writing”, to the final year B.Ed. students of School of Education, Galgotias University.
- Workshop on Effective & Professional Communication Skills for final year MBA students in Army Institute of Management & Technology.
- Workshop on Effective Communication & Managerial Skills in AIAM, G.Noida & GNIOT Group of Institutions.

Achievements

- Organized the HR Summit on “Transforming Leadership: Value Creation: Winning the Talent War” at Army Institute of Management & Technology, Greater Noida
- Initiated many programs like Campus 2 Corporate Seminars, HR Summit, Corporate Interface Week, Corporate Interface Games and National Seminars in the institutions worked.
- Instituted the Corporate Advisory Committee (CAC) at Army Institute of Management & Technology, Greater Noida.
- Augmented the placement ratio at Army Institute of Management & Technology to 100% and reduced the drop-out ratio of students in the interviews.
- Alleviated the corporate interface of Army Institute of Management & Technology.

Consultancy

- Training Need Analysis and designing the Roadmap to Training of MBA Students at Imperial School of Agri Business, Greater Noida since December 2020.
- (Pro-Bono)Let’s Chalktalk (June-August 2019): Review of the communication strategy for the launch of the product in the Edutech domain for B.Tech students.
- (Pro-Bono)Poolnt Solutions LLP (ongoing): Develop a Road map for the Personality analysis of Mid-level School Students, offering them the solutions thereof and the marketing strategy for the same.

Educational Credentials

- Ph.D. in management from Amity University, Noida on the topic “Entrepreneurial Success: A Study of Psychological and Behavioural factors of Entrepreneurs in NCR”.
- MBA (Marketing & HR) ICCMRT, Lucknow.
- B.Sc. (Bio) from MS College, Saharanpur, CCS University, Meerut.

Professional Associations

- Academy of HRD, Ahmedabad,
- National HRD Network (NHRDN)
- V V Giri National Labour Institute, Noida
- Noida Management Association(NMA)
- Confederation of Indian Industries (CII)
- Indian Society for Training & Development (ISTD)
- ANLP, India

References

- Dr. Shikha Bhardwaj
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Indian Institute of Management
Sambalpur, Odisha
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- **Mr. Suresh Sharma**
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New Delhi
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