

SHIVANGI SHARMA



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A self-motivated educator, mentor & trainer with an inclination to share and enhance my knowledge, skills and contribute substantially towards the social betterment and has a work experience of about **10 and a half years**.

My subject areas in Management are Marketing Management, HRM & General Management.

Work Experience in Education: 9 Years (Approx.)

- ❖ **Institute:** *Uttaranchal University, Dehradun.*
Designation: Assistant Professor
Duration: From 24th July 2017 till June 2018
Key Responsibilities: Teaching Marketing, HR & General Management Subjects.
- ❖ **Institute:** *Guru Ram Das Institute of Management & Technologies, Dehradun.*
Designation: Assistant Professor (Visiting)
Duration: From March 2017 till May 2017
Key Responsibilities: Teaching Marketing, HR & General Management Subjects.
- ❖ **Institute:** *Shivalik Institute of Professional Studies, Dehradun.*
Designation: Assistant Professor
Duration: From July 2016 to December 2016
Key Responsibilities: Teaching Marketing HR & Common Management Subjects.
- ❖ **Institute:** *Himgiri Zee University, Department of Management Studies, Dehradun.*
Designation: Assistant professor (Visiting)
Duration: From September to November 2015
Key Responsibilities: Giving lectures on, Marketing Management, Consumer Behavior.
- ❖ **Institute:** *Guru Ram Das Institute of Management & Technologies, Dehradun.*
Designation: Assistant Professor
Duration: 5 years (July 2010 till August'15)
Key Responsibilities: Giving lectures on Marketing Management, Consumer Behavior, & Organizational behavior

❖ **Institute:** *Government Institute of Hotel Management & Catering Technology in Applied Nutrition, Dehradun.*

Designation: Management Faculty

Duration: Jan 2009 till May 2010

Key Responsibilities: Giving lectures on Marketing Management, Business Communication,

❖ **Institute:** *Canadian Computer Management College (CCMC), Dehradun.*

Designation: Part Time Faculty

Duration: Sep'09 – March 2011

Key Responsibilities: Giving lectures on, Business Communication, Marketing Management and Organizational Behavior.

Work Experience in Corporate: 1.5 Years (Approx.)

❖ **Organization:** *HDFC Bank Ltd.*

Designation: Senior Sales Executive

Duration: Oct 07 – Jan 09

Key Responsibilities:

- Generating business through sale of financial products (Savings Account, Current Account, FD, RD, De-mat Account and Trading Account).
- Developing the bank's existing client database, handling queries of customers.
- Continuous channel development by identifying key influencers/business drivers

Paper presentations/ Seminars

- Presented a paper in AICTE sponsored National conference at OIMT, Rishikesh (Feb. 2016) on “An Empirical Investigation of demographic characteristics of rural women entrepreneurs running successful co-operatives in Uttarakhand”
- Presented a paper in Conference cum Workshop at SGRRITS, Dehradun (Apr. 2015) on “Success and Failure of Marketing Strategies towards Brand Extension of Cosmetic Products”
- Presented a paper in AICTE sponsored National Conference at Wadia Institute, Dehradun (Mar.2010) on “Brand Failure in Extension Category”

Publications

1. “Insight into the consequences of brand extension: An exploration through literature” in Uttaranchal Business Review- vol-4, issue-2, December 2015, ISSN-2277-1816
2. “Librarians attitude towards marketing of library services in the libraries of professional institutions: An Empirical Study” in Uttaranchal Business Review- vol-4, issue-1, June 2014, ISSN-2277-1816

3. **“Hotel Industry Embraces Green Revolution Across the Globe”** in International transactions in Applied Sciences, Volume -3, No-3, July-Sep-2011, ISSN (print)- 09747273, ISSN (online)- 09753761
4. **“A SWOT analysis of Vermi Compost-An old wine in new bottle”**- International Journal of Science & Technology ISSN (online):2250141X Vol. 1 Issue 2, December 2011 (Available online www.ijst.co.in)

Education

- Pursuing Ph.D. in management from Mewar University, Chittorgarh, Rajasthan.

Research Topic: “A study on Brand Dilution of the Extended FMCG Products of Different Brands with special reference to Uttrakhand State”

- **M.B.A.** From SGRR-ITS, Dehradun H.N.B Garhwal University, Srinagar (2007)- **1st Division**
 - **Major** – Marketing Management
 - **Minor** – Human Resource Management
- **Graduation** - From SBDM College, Dhampur, (M.J.P. Rohilkhand University, Bareilly), (2005)- **1st Division**
- **Intermediate**- From Girls Inter College, Dhampur, (U.P. Board), (2002)- **2nd Division**

Personal details

Date of birth : 01 June 1983

Gender : Female

Marital Status : Married

(SHIVANGI SHARMA)