

Faculty Profile

| | |
|--|---|
| Faculty Name | Dr. Meenakshi Sharma |
| Designation | Assistant Professor |
| Qualification | Ph.D, M.B.A, M.COM, UGC Net in Commerce and Management |
| Email | drmeenakshi.bba@piet.co.in |
| Area of Interest | Finance and marketing |
| Work Experience (Total) | 11 |
| • Teaching | 08 |
| • Research | 03 |
| • Industry | |
| • Others | |
| Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level | BBA: Financial Management, Marketing management, Business Environment, Principles of management, Business Communication, Company Law. B. Tech : Fundamentals of Management BCA : Entrepreneurship Development |
| Membership of Professional Bodies | |
| Research Publications | 06 |
| • Research Papers UGC-CARE | 02 |
| • Research Papers SCOPUS | |
| • Research Papers WoS/SCI/ABDC | |
| • List of Publications | <ul style="list-style-type: none"> ➤ Published a Research paper title “Role of foreign portfolio investment in dynamism of Indian capital market: A causality study” in Ramanujan International Journal of Business and Research ISSN: 2455-5959, Vol. IV PP.249-267. ➤ Published a Research paper title “Green Marketing: A Holistic |

| | |
|--|---|
| | Approach A Case Study of some Indian firms” in ZENITH International Journal of Multidisciplinary Research ISSN: 2231-5780, Vol. 9(6) PP.523-536. |
| Book and Chapter Publications | |
| • Books Authored published by International Publishers | |
| • Books Authored published by National Publishers | |
| • Publication of Chapter in Edited Books | 02 Book chapter in Edited Book |
| • Editor of Book by International Publishers | |
| • Editor of Book by National Publishers | |
| • Translation Work of Book | |
| • List of Book and Chapter Publications | <ul style="list-style-type: none"> ➤ E-recruitment: A conceptual framework with ISBN No. 978-93-5868-623-4, 2023. ➤ Title “Workforce Diversity: A Strengthen View for the Workplace Growth” with ISBN: 978-93-88361-80-4, 2024. |
| Patents | |
| • Published | |
| • List of published patent(s) | |
| • Filed | |
| • List of filed patent(s) | |
| PhD Guidance | |
| • Degree Awarded | |

| | |
|---|--|
| • Thesis Submitted | |
| M.Tech. Guidance | |
| • Degree Awarded | |
| • Thesis Submitted | |
| Research Project | |
| • List of Research project | BBA Students Research projects |
| Consultancy | |
| • List of Consultancy | |
| Awards & Honours | |
| • List of Awards & Honours | |
| Invited lectures / Resource Person/ paper presentation in Seminars/ Conferences/full paper in Conference | 10 |
| • International (Abroad) | |
| • International (Within Country) | 02 |
| • National | 08 |
| • List of published papers | <ul style="list-style-type: none"> ➤ Presented and accepted a paper titled “Role of FII and DMFI in Indian capital Market: A causality Investigation” on a management conference organized by Shri Vaishnav Vidyapeeth Vishwavidyala, Indore on 6th November, 2020. ➤ Presented a paper titled “Clout of institutional investment :A curious study of indian stock market” in an international conference organized)by shaheed bhagat singh college, department of commerce university of delhi. ➤ Presented a Paper titled “ A crucial Role of Inflation in Ensuring an Atamnirbhar Bharat ” in a National Seminar organized by the Department of Commerce Bharti College, |

| | |
|---|--|
| | <p>University of delhi.</p> <ul style="list-style-type: none"> ➤ Paper presented in National Seminar on Opportunities and Challenges of startup at GCM Girls College, Sonapat , sponsored by Department of Higher Education Haryana. ➤ Paper accepted and presented in National Seminar on Role of Communication skills for the management professionals at SNRL Jairam Girls College, Lohar majra Distt. Kurukshetra, sponsored by Department of Higher Education Haryana. ➤ Presented a paper titled “ Goods and Service Tax – A biggest Reform in Indian Taxation system” in one National Seminar held at Department of Commerce Kurukshetra University. ➤ Presented a paper titled “ Gita and its practice by organizational trainers for Efficiency in Trainees” in international Seminar held from 13-15 December at Kurukshetra University ➤ PRICING STRATEGY: “A Strategic tool used for building Customer Satisfaction” at National Seminar Held at KITM, Kurukshetra. ➤ Paper accepted and presented in AICTE sponsored National Conference on New talent inputs to deal with emerging HR challenges in corporate world at R.P Inderaprastha Institute of technology, Karnal with a paper entitled “A Study on Quality of work life in present Indian scenario”. |
| <p>Organizing National Conference/</p> | |

| | |
|---|--|
| International Conference/ FDP/STTP | |
| <ul style="list-style-type: none">• List of Conference/FDP/STTP committee | |
| Social Contributions and Sports | |
| <ul style="list-style-type: none">• List of Social Contributions and Sports | |