



Dr. SHARUTI CHOUDHARY

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Phone no 9650385997

To worked as Associate Prof. , which includes portfolios like delivering lecture, Module development, mentoring, organizing outbound training programs, conducted Training & Placement workshops, Student's driven clubs and Committee's, Handling students industry Projects, Admission Visits , conduct group discussion and Personal interviews for admission and Placement preparation, editor e –Magazine(Prabuddh), handling institution digital marketing activities & promotion campaign & E-Cell.

Career Synopsis

- A wide experience of more than 14 years in the Teaching, training & Research. Currently, working with Asian School of Business as Associate Prof.- Marketing. Lastly, worked as Associate Prof. in Management Department at IILM Graduate School of Management – Greater Noida, since August 2017 to March 2020. In addition to Teaching, I was looking after institute placement, digital marketing activities, Student Clubs, International marketing conference, conduct Admission personal interview and GD, Editor- e Magazine and Placement workshops.
- I was also faculty coordinator of placement team and handle all placement related training, campus drive arrangement and company liaisoning.
- I Provide guidance to students driven clubs and committees, digital marketing campaign, Alumni and E-Cell. Apart from these, I take Career counselling sessions, Mock GD and PI for Students.
- Worked as Assistant Prof. cum Students clubs in-charge with PDM University, Bahadurgarh
- Worked with Kedarnath Aggarwal institute of management, Charkhi Dadri as Assistant Prof.
- Certified British council personality development trainer.
- Done course on Digital Marketing from University of Illinois.
- Author of books- Management information system, Galgotia publication and Innovative Product packaging. How can packaging contribute to the business, process, marketing and profit? Grin publication, Munich, Germany.
- Published many papers in various reputed international and national Journals and edited Book.
- Participated and presented papers in various International and National Conference.
- Market research consultant of BMW Bird, Gurugram and Angel Financial Services, Australia.
- PhD in Marketing & Innovation area. My research topic is Packaging Innovation in Processed food industry of India.
- Conducted various workshops on SEO/ SEM / Social Media/ digital Marketing/ Marketing Analytics/ Facebook and Insta campaign.
- Conducted webinar at various school of Delhi and Gurugram.
- Reviewer of reputed Journal Int. Journal of Indian Culture and Business Management, Inderscience and International Journal of Creative Research Thoughts.

Key responsibilities at Asian School of Business, Noida

Associate Professor of Marketing

Full time

Period: - Aug 2019 – Till now

Programs: PGDM/ BBA

Key responsibilities at Asian School of Business, Noida

Subjects handling:

- Marketing Management
- Marketing Research
- Sales and distribution Management

My key responsible areas included the following:-

- Carry teaching load with administrative obligations
- In-charge- Institute Marketing Club.
- Devote substantial time to research writing and other scholarly pursuits
- Develop Course module, course materials, including lesson plans, assignments, course handouts, and presentations.
- Participate in academic advisory meetings, program reviews, curriculum development, Students club activities, and research activities.

Key responsibilities at IILM Graduate School of Management, Greater Noida

Associate Professor of Information Technology and Marketing

Full time

Period: - Aug 2017 – March 2020

Programs: PGDM

Subjects handling:-

Subject Name	PGDM	Teaching Feedback
Ethics for Managers	Year 1	9/10
Management Information system	Year 1	9.5/10
Marketing Management	Year 1	8.9/10
Marketing concept in digital world	Year 2	9.5/10
Enabling technology for business	Year 2	9.1/10
Consumer behavior	Year 2	8.9/10
Marketing Communication	Year 2	9.25/10

My key responsible areas included the following:-

Department of Management

- Carry teaching load with administrative obligations
- In-charge- Institute digital marketing activities.
- Pursue companies to visit campus.
- Devote substantial time to research writing and other scholarly pursuits
- Develop Course module, course materials, including lesson plans, assignments, course handouts, and presentations.
- Participate in academic advisory meetings, program reviews, curriculum development, Students club activities, and research activities.
- Reporting to: Dean- Academic
- Conduct various placement workshop, GD and personal interview to boost students final placement
- Mentoring students to develop their personality and aptitude, Placements, Industry oriented courses and Career development.
- Editor – Monthly Magazine “Prabuddh”
- Core member of Centre of Excellence- Information Technology

Conferences

1. “Leveraging Green Marketing strategies for sustainable development” paper presented at the International conference Leveraging Digitisation for Marketing Excellence”, IILM university, India 16 November 2019.
2. “Critical Analysis of Customer Relationship Management In Indian Retail Sector: Emerging Practice, Process And Implementation Challenges" paper presented at the International conference- INBUSH 2019, Amity University, India December 20-22th Feb 2019
3. “ Management information system and its application in Business” paper presented at the National conference on recent Innovation in computer & Information Technology, IILM Academy of higher learning, India, 2nd March 2019

4. **Participated in International conference on Managing Business enterprises: Issue and Challenges**, Bhartiya Vidya Bhavan's Usha lakshmi & Mittal Institute of Management, India, 6th April 2019
5. **Participated as Rapporteur** in International conference on futuristic Technologies, Geeta engineering College, India, 19-20 April, 2019
6. **"I do Webrooming, but I do Showrooming too: Investigating the process of Showrooming and Webrooming in a Developing Nation"** paper accepted for presentation at the International marketing Conference- Nasmai , Great Lakes Institute of Management, *India December 20-21th ,2018*
7. **"Artificial intelligence for digital Market"** paper accepted for presentation at the National Conference on Management innovations infocomm Technology & values, Maharaja Agrasen institute of technology, India Nov 3rd, 2018.
8. **"Competitive Strategies used by Brick and mortars stores to beat e-Tailors"** presented at National Conference, at IMSAR, Maharshi Dayanand University, India, September, 2017
9. **"Green Packaging"** presented at National conference (NCISTM) at Parbhu Dayal Memorial, India (2017).
10. **"An Analytical Study on industry expectation From Academician"** presented at National conference at Parbhu Dayal Memorial, India (2017).
11. **"WTO- Need for rejuvenation in wake of democratic decentralisation"** presented at National conference on World Trade Organisation and global economic system: Indian perspective at department of commerce, India, 24-25th March, 2014.
12. **"Packaging Design as a marketing tool"** presented at National Conference on Emerging trend in Management held at IMSAR department, Maharshi Dayanand University, India. 28th February, 2014
13. **"Financial Derivatives Market & Its Development in India"** presented at National Conference on Emerging issues in derivative Market in India held at IMSAR department, Maharshi Dayanand University, India. 15th December 2012
14. **" Technology Innovation in education"** paper presented in international conference on Recent trend in computing and communication, Om institute of Technology and Management, India 24-25th February 2012
15. **" Investment attitude of B school in India an analysis with respect to Haryana"** presented in National conference Institute of management studies and research, Maharshi Dayanand university, rohtak, India, 21th April 2012
16. **"Managing Human Resources Using Total Quality Management: An Approach"** presented at National conference held in Parbhu Dayal Memorial Institute, Bahadurgarh, India. 2011.
17. **"Role of E-commerce in Education sector"** presented at National Conference held in Department of Commerce on Contour of Commerce at Maharshi Dayanand University, India. January 2013
18. **"Conflict management in organization"** presented at National conference held in "Emerging Facets of Management: Issues and Challenges" at Atmanand Jain Institute of Management, India. March 2009
19. **"A Success Mantra for Mobile Banking in India"** presented at National conference held in MAIMT, Jagadhari, India. April 2010

Publications (Book/ Journal/ FDP/ MDP)

Book Published:

- "Innovative Product packaging. How can Packaging contribute to the business, process, marketing and profit?" in Grin publication, Munich, Germany. ISBN: 9783668945388(YOP: 2019)
- "Management Information System" in Galgotia Publication Company, New Delhi. ISBN- 81-8218-030-9(YOP: 2014, revised: 2016)

Paper/ Chapter Published in Edited Book

- " Technology unleashing the new Normal in Business" Published in Edited Book titled "A bunch of Essay on Covid 19" published by the Centre for development Studies. (2020)
- "Leveraging Green Marketing strategies for sustainable development" Published in Edited book New Age business Practices, BLOOMSBURY, ISSN- 978-93-89351-53-89(2019)
- *"Artificial intelligence for digital Market"* Published in Edited book " Management Practices and innovation", Maharaja agrasen university publication, India (2018)
- *"Investment Attitude of Business Management Student"* published in Edited Book "Investment management", Intellectual Foundation Publisher, India (2012)

Papers Published in International Journals:

1. **"An Empirical perspective on consumer's attitude towards online shopping"** article published in Marketing and Management of Innovation, Ukraine (ISSN- 2227-6718) October- December 2018
2. **"Implication of Artificial intelligence in Digital Market"** article published in KAIM journal of Management and Research (ISSN 0974-9462) Jan- June 2019

3. **“Impact of Automation on Human Capital ”** article is going to publish in International journal of recent advances in Organizational behavior and decision science (ISSN- 2311-3197) Impact factor 1.861 January- June 2019
4. **“A virtual life after death: An exploratory study with special reference to India”** article Published in international journal of scientific research in computer science, engineering and information technology (ISSN- 2456-3307) Volume 3 | Issue 3 | Impact Factor: 4.032, April 2018
5. **“Management information system impact on satisfying Indian B-school Students”** Published in International Journal of Research in Economics and Social science (ISSN-2249-7382) UGC- 63200/ Impact Factor 2.173, March 2018
6. **“Successful Triumph of retailers: over e-tailers”** in International Journal of Economics and Social science (ISSN- 2249-7382) Impact Factor 2.173, November 2017
7. **“Understanding Big Data Implication in a competitive domain”** in International journal of Management, IT and Engineering(Euro Asia Research and Development Association) (ISSN-2249-0558) Impact factor 7.119
8. **“The role of packaging in consumer perception of product quality”** in International Journal of Management and Social Science Research (ISSN 2319-4421) Impact Factor: 6.313 Volume-3, Issue-3, March 2014.
9. **“Packaging as a competition tool”** in International Journals of Multi-Dimensional Research (ISSN 2321-1776) Volume-02, Issue-02, February 2014. Impact factor- 6.178
10. **“Packaging Design as a new innovative promotional tool”** in International Journal of Research in Commerce, IT and Management (ISSN 2231-5756) Volume -4, Issue-02, February 2014
11. **“Blog Marketing:A Consumer Perspective”** in i-Xplore International Journal of Management and Social Science(ISSN 2319-4421) Volume- 2, Issue 5, May 2013.
12. **“Women Entrepreneurs In India”** in International Journal of Research in IT & Management (ISSN 2231-4334) Volume-1, Issue-4, and August2011.
13. **“A Success Mantra for Mobile Banking in India”** in International Journal of Research in IT & Management (ISSN 2231-4334) Volume-1, Issue-3, and July2011.

Paper Published in National Journals/ Magazine (UGC approved)

- “E-Tailing Impact on Indian Retail Industry” Published in Prabuddh Mazgine of IILM Graduate school of Management, Greater Noida, July 2017.
- “Blog Marketing: A consumer perspective with respect to India” Published in KAIM journal of Management and Research (ISSN 0974-9462), Volume 7, May –Oct. 2013.
- “Investment attitude of B-School students- An analysis with respect to Kerala” in RMS Journal of Management & IT (ISSN: 0975-4733) October 2012.
- "Privacy-Enhancing Technologies for Internet Commerce" Published in www.indianmba.com (2010).
- "E-Commerce in the Pharmaceutical Industry: Threshold of Innovation" Published in www.indianmba.com(2010).
- “Handling Conflict in Organization” Published in [www.indianmba.com\(2009\)](http://www.indianmba.com(2009)).

Assistant Professor (Full time) College of Engineering– PDM University, India

Period: - August 2010 – June 2017

- Carry teaching load (4 courses) with administrative obligations
- Devote substantial time to research writing and other scholarly pursuits
- Mentor students developing individualized academic action plans in coordination with department head as needed
- Develop course materials, including lesson plans, assignments, quizzes, tests, course handouts, and presentations.
- Participate in program reviews, curriculum development, and research activities.
- Reporting to: Head of the Academic Program.
- Head in-charge of all Clubs

Program handling

- MBA
- BBA
- B.Tech

Subjects:

- Management Information system
- E-commerce
- Marketing management
- Consumer behavior
- Integrated marketing communication
- Computer application for managers

Assistant Professor – Kedarnath Aggarwal Institute of Management, India

Period: - August 2005 – 1, July 2010

Program handling

- MBA

Subjects:

- Management Information System
- Marketing management
- Consumer behavior
- Integrated marketing communication
- Computer application for managers

Professional Qualification:

- PhD from Singhania University, Rajasthan, India.
Thesis/Dissertation: - “*Packaging Innovation in Processed Food Industry of India*” (May 2015).
(Marketing specialization)
(Approved from World Education Service, Canada (Canadian PhD Equivalency))
- MBA – Marketing & Finance with 75% (Gold medalist) - Maharshi Dayanand University, India – (2003-2005).
- Master of Computer Science with 70% - Guru Jambheshwar University, India- (2015-16)
- M.Sc- Information Technology with 71%- Maharshi Dayanand University, India – (2001-2003).
- Certificate in Digital Marketing from University of Illinois (2020).

Academic Qualification:-

Degree	Subjects	Division(% of marks)
Graduation (Bachelor of Arts)	Arts Gr.	1st division, 60%
Senior secondary	Arts	1 st division, 60.5%
Secondary	All	1 st division 50%

Achievements

- Awarded with “Excellence Awards” for the research paper published in International journal of Research in IT and Management.
- Awarded with “College Color Award” for best student in overall performance in 2000/2001.
- Passed National Cadet. Crops “C” certificate with “A” grade in 2001.
- Selected for All India Leadership camp in 2000.
- Awarded with “All India Best shooter” award in 2000.
- Awarded with 1st prize in quiz competition of IT and Management fest held in Hindu Institute of Management, Sonipat, India in 2005.

PERSONAL PARTICULARS

- Fathers Name : Mr. Mahabir Singh
- Gender : Female
- Languages Known : English, Hindi
- Nationality : Indian
- DOB : 03- November-1982
- Present Address : Flat No-1914 M, URBTECH, Xavier, Sector 168, Noida

Referees

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Date: 06/01/21
Place: Noida

Dr. Sharuti Choudhary