

# —◦ Dr. Sapna Mathur ◦—

## CONTACT



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## PROFILE

A multidisciplinary practitioner with over 13 years of experience in teaching and research, I maintain a keen interest and specialization in management, marketing, green marketing, entrepreneurship, and innovations.

I work closely with the need of the academic institution, industry, and government agencies in designing and supporting processes, leading, and working in teams, taking a practical approach to problem solving, as well as undertaking capacity-building, research, documentation, and outreach.

## SKILLS

- Organizational Leadership Skills
- Stakeholder Management
- Monitoring, impact assessment & Documentation
- Team management
- Interpersonal, oral & written communication
- Multitasking, agile, responsive, independent, self-driven, quick learner, hardworking
- Time management and work efficiently under pressure.

## EXPERIENCE

### JSS Academy of Technical Education, Noida

Department: Management Studies

Position: Assistant Professor - 2011- Present

#### Roles and Responsibilities

- Design and implementation of capacity building programs involving classroom training, field visits, mentoring and follow up.
- Developed and published research papers, books, book chapters and articles in journals of repute.
- Building and managing the team most suitable to deliver the program results.
- Develop, design, coordinate various entrepreneurship-based program to upskill the students.

- Integrity, commitment, value- based leadership
- Comfort with technology devices, digital platforms
- MS-Office: Word, Excel, PPT

## TRAINING, RESEARCH AREAS

- Management (Marketing, Consumer Behavior, Green Marketing, Entrepreneurship, Sustainability etc.)
- Education (e-learning, educational quality, accreditation)

- Assist and support Institution Innovation Cell and Entrepreneurship Cell.

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### Mangalmay Group of Institutions

Department: Management Studies

Position: Assistant Professor – July 2009 – January 2011

- Teaching, Mentoring, Administration
- Designing and delivery of soft-skills program.
- Research and Publications

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### Sharda Group of Institutions

Department: Management Studies

Position: Lecturer – January 2009 – July 2009

- Teaching, Mentoring, Administration
- Research and Publications
- Assist and coordinate with Training and Placement activities.

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## Education

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- 2020 – Ph.D. –Mohanlal Sukhadia University, Udaipur; Study Centre- Birla Institute of Management Technology, Greater Noida
- 2008 - MBA (Marketing & Human Resource Sharda University, (SGI) Mathura with 75.1%
- 2006 - Post Graduate Diploma in Computer Programming (PGDCP) - Agra University with 78%
- 2005 - Bachelor of Science. B.Sc. (PCM) - Agra University with 76.07%

- 2001 – SSC - Central Board of Secondary Education with 81.25%
- 1999 – HSC - Central Board of Secondary Education with 85.25%

**University Grant Commission-National Eligibility Test (UGC-JRF) (UGC-NET) qualified in Management in 2010 and 2011.**

### **Academic Achievements:**

- Recipient of “Rashtriya Shiksha Ratan Award” in the year 2018
- Recipient of “Dr. Sarvepalli Radhakrishnan Teachers' Excellence Award 2020, Organized by ALTTC (BSNL) and SKF”
- "National Achievers Award for Education Excellence" dated 18 February 2021
- Topper and Recipient of Gold Medal in the NPTEL Course on "Developing Soft Skills and Personality" in Jan' 2021
- Selected as Innovation Ambassador of IIC-JSSATEN, by AICTE and Ministry of Education (Govt. of India)

### **Programs Organized**

- Coordinated, Entrepreneurship Opportunities and Ecosystem in the country during COVID-2021, supported by EDI, Ahmedabad, June 2021
- One Week “International Professional Development Program on Emerging Trends in the New World of Work”, June 2020.

- One Week “International Academia Leadership Program on Transitions and Transformations”, July 2020.
- Coordinated, Entrepreneurship Summit-2020, Entrepreneurship Summit-2019, and Entrepreneurship Summit-2018 organized by E-Cell, JSSATEN
- Entrepreneurship Awareness Camp, sponsored by DST (GOI) and implemented by EDI, Ahmedabad with funding support of 20000, July 2017
- FDP on Entrepreneurship Development, sponsored by DST (GOI) and implemented by EDI, Ahmedabad with funding support of 250000, July 2016

### **Intellectual Contributions (Indicative List)**

#### **Books:**

- “Industrial Sociology”, AITBS Publications, ISBN:978-81-7473-564-0
- “Entrepreneurship Development”, Vikas Publishing House, ISBN:978-93259-8086-0

#### **Chapters in Books:**

- Mathur,S, Sharma, R and Tripathi, N: “Entrepreneurship Development”, Jamia Millia Islamia-CDOL, Vikas Publishing House,
- Mathur, S and Sharma, R: “Womeneurship: Issues and Policies for women entrepreneurs”, Women Entrepreneurship Empowerment and Development, EXCEL INDIA Publications, ISBN:978-93-83842-23-0

- Mathur, S and Sharma, R: Green Marketing-A Framework, Researches in Commerce and Management, Serial Publications, ISBN:978-81-8387-677-3

### **Research Papers:**

- Mathur,S , Singh, Y , “Impact of COVID-19 on Education System in India: Roadblocks and Opportunities”, International Journal of Advance Research in Science and Engineering 2020, Vol 9, Issue 12, ISSN(P)-2319-8346
- Mathur, S , Dave, K, “Motivation for buying Green Electronics: A study of Young Customers in Delhi-NCR Region”, Abhigyan 2019,Vol. XXXVII No.2, ISSN-0970-2385
- Mathur,S, Singh, Y , “Leveraging More with Inside Sales: A case study of XYZ consulting”, International Journal of Science Technology and Management 2019, Vol 8, Issue 2, ISSN(P)-2394-1537
- Mathur, S , “ An Outlook on Consumer’s Perception for green products: An empirical study of Delhi-NCR, Prayas, An International Journal of Multidisciplinary Studies 2016, Vol 3, No. 1, ISSN No:2348-618X
- Mathur.S, Tripathi.N, “Ruralpreneurship: A strategy for stimulating Rural Development”, 2014-2015, NDIM-Review of Professional Management, ISSNNO:0972-8686
- Mathur, S, Sharma, R and Tripathi, N, “Are Customers budged by eco labels?”, DCAS, Journal of IT and Management Applications, ISSN NO:2277-9728

- Mathur, S and Tripathi, N, “Creativity and Innovation: The Whim of Marketing”, Journal of Management and Administration Tomorrow, ISSN NO:2278-9316
- Mathur,S and Tripathi, N, Green Marketing: A Perspective of Customer's Comprehension, International Journal of Contemporary Business Studies,ISSN:2156-7506
- Mathur,S and Tripathi, N, “Causatum of Green Marketing: A Purchase Verdict of college students”, 4D International Journal of Management and Science Volume-4,Issue-1-2013,ISSN:2250-0669
- Mathur, S and Tripathi, N, “Stress Management: A study of women college teachers”, SANSMARAN Vol. 3, Issue - 1, June 2013, ISSN : 2278 –7801.

#### **Papers presented in Conferences and FDPs attended**

- Paper published on the topic “Espousal of Outcome Based Teaching Methodogy”,2015, Dayanand College of Commerce, A paradigm shift in Indian Business Environment, ISBN:978-81-7876-194-7
- Presented a paper on the topic, “Outcome Based Education: A Paradigm Transference”, UGC sponsored National Conference2015, Emerging Trends and Challenges in Management, Jai Narayan Vyas University, Jodhpur
- Presented a paper on the topic “Green Recruitment-Transpiring wave in HR” at National Conference held at

Vishweshwarya Group of Institutions, Ghaziabad in  
November 2011

- Participated in Two Days FDP on “Recent Advances in Research and Data Analytical Tools” held at Mangalmay Group in October 2010
- Participated in International Conference held at Mangalmay Group on 6th August 2010 on the topic “Business Strategies for managing turnaround in Global Economy”
- Participated in Two Days Workshop on “TQP” held at Mangalmay Group in June 2010
- Participated in Two Days Workshop on “Case Administration” held at Mangalmay Group in June 2010
- Presented a paper on the topic “Entrepreneurship and Rural development” at National Conference held at SIET, Ghaziabad
- Paper published in the conference proceedings of SIET, Ghaziabad
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- Paper published on the topic “Creativity and Innovation in Marketing Strategies” in the souvenir of Jaipuria Institute of Management Studies, Ghaziabad
- Presented a paper on the topic “Social Responsibility-A vital tool” at International Conference held at HIMCS, Farah

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- Participated in National Conference at HIMCS on the topic- “Retailing-A New Mantra
  - Attended 17 AICTE sponsored Faculty Development Programs
  - Attended 10 institutional Faculty Development Programs.
  - Completed Advance level-Innovation Ambassador Training-2021, conducted by Innovation Cell- Ministry of Education and AICTE
  - Completed Innovation Ambassador Training-2020, conducted by Innovation Cell- Ministry of Education and AICTE