



**Mayank Sharma**  
**Assistant Professor – Marketing**  
**Member: Industry Interface Committee**  
**Member: Institutional Brand Building Committee**

**Total Experience: 11+ years in Teaching and Research acumen at Post Graduate Level**

<b>Professional Qualification/ Course</b>	<b>Name of Institution/Board/University</b>
<b>Ph.D</b>	<b>‘An Empirical Study on Impact of Ingredient Branding on Customer Satisfaction for High Involvement products in Delhi/ NCR region’</b>
<b>PGD – Intellectual Property Rights Laws</b>	<b>Indian Law Institute (Deemed University) – New Delhi (Ministry of Law of Justice &amp; Law Commission of India)</b>
<b>UGC – NET</b>	<b>SUCCESSFULLY QUALIFIED</b>
<b>PGDM</b>	<b>Institute of Management Studies, (IMS), Lal Quan, Ghaziabad</b>
<b>Graduation (BBA)</b>	<b>Institute of Engineering &amp; Technology, (University of Rajasthan, Jaipur)</b>

**Area of Interest**

- **Sales & Distribution Management**
- **Marketing of Services**
- **Retail Management**
- **Omni Channel Marketing**
- **Consumer Behavior**
- **Marketing Management**

## **Professional Training & certification - Attended**

1. **AICTE-ATAL FDP** on topic ‘**Enhancing Productivity through effective Stress Management**’ from 23-27 August, 2021 to be organized by **Tezpur University, Assam**.
2. **AICTE-ATAL FDP** on topic ‘**Leadership Excellence in Professional Education (under NEP 2020 Implementation)**’ from 12-16 July, 2021 to be organized by **Indian Institute of Foreign Trade (IIFT), New Delhi**.
3. **Internal Auditor Training Program– Educational Organization’s Management System** by **COAE**

**EOMS 21001:2018 - Duration of Module : 23 – 29 January, 2021**

4. **AICTE-ATAL FDP** on topic ‘**Academic Leadership and Team Building for Educational Excellence**’ from 23-27 November, 2020 by Department of Management Studies, NIT Tiruchirappalli.
5. **AICTE-ATAL FDP** on topic ‘**Data Analysis using SPSS**’ from 05-09 October, 2020 by Department of Management Studies, Mahatma Gandhi University.
6. **Internal Auditor Training Program– Quality Management System** by **INTERTEK**

**ISO 9001:2015 - Duration of Module : 18 – 20 May, 2017**

**ISO 9001:2008 - Duration of Module : 09 – 10 October, 2015**

7. “**Entrepreneurship Master Educators Program** ” by **National Entrepreneurship Network (NEN) & Wadhvani Foundation**

**WF 101 Level 2 - Duration of Module : 21 – 23 December, 2016**

**WF 100 Level 1 - Duration of Module : 13 – 15 July, 2016**

## **Books/ Chapter Published - International**

- 1) Chapter titled “**New Age Admission Strategies in B Schools**” in book named ‘**Requisites and Provocations for admissions in B Schools**’ edited by **Shalini Kalia, S.P. Jain School of Global Management & Lubna Nafees Appalachian State University, USA** published by **IGI Global, Page No 112-133, ISBN 9781522590736 (hardcover), ISBN 9781522590750 (ebook) , ISBN 9781522590743 (softcover)**

## **Research Publications: (UGC Approved: 06)**

- 1) ‘*Study of Consumer Willingness for Buying Apparels through E-commerce platforms: A Conjoint Analysis*’, **International Journal of Trade & Commerce**, Double-Blind Reviewed, Bi-annual Refereed ISSN: 2277-5811 (Print), 2278-9065 (online) Volume IX (No. I), Page 245-254
- 2) “*Current Scenario of Indian Green Marketing and Exploring the Challenges*” full paper published in **Journal of Advances And Scholarly Researches in Allied Education**, an

internationally indexed peer reviewed and refereed journal, Volume-17, Issue-1 ISSN: 2230-7540, April 2020

- 3) ***'Study of differences in Purchase Behavior for High Involvement Consumer Durables Goods in Districts of Rajasthan'***, **International Journal of Trade & Commerce**, Double-Blind Reviewed, Bi-annual Refereed, Volume-VIII, Number-II, July-December 2019, ISSN:2277-5811 (Print), 2278-9065 (online), Page 348-356
- 4) ***"Ingredient Branding: The most powerful differentiation strategy with special reference to FMCG companies"***, full paper published in **GLIMPSES**, bi-annual peer reviewed international journal ISSN-2250-0561, Indexed in Ulrich, USA in Supplementary edition, June 2019, Pg 75-84 (UGC Approved)
- 5) ***"A Study on the concept of Green Marketing and Green Product Development on Approach of Consumer Buying"*** full paper published in **Journal of Advances And Scholarly Researches in Allied Education**, an internationally indexed peer reviewed and refereed journal, Volume-16, Issue-6 ISSN: 2230-7540, May 2019 (UGC Approved)
- 6) ***"Understanding the Consumer buying behaviour for high involvement products – A study of Alwar & Bharatpur districts in Rajasthan"***, full paper published in **GLIMPSES**, bi-annual peer reviewed international journal ISSN-2250-0561, Indexed in Ulrich, USA in Supplementary edition, June 2019, Pg 361-371 (UGC Approved)
- 7) ***"Emerging Trends in Marketing in India: A Study on Retailers"*** full paper published in **Journal of Advances And Scholarly Researches in Allied Education**, an internationally indexed peer reviewed and refereed journal, Volume-15, Issue-1 ISSN: 2230-7540, April 2018 (UGC Approved)
- 8) ***"A Study on growth of Indian corporate sectors"*** full paper published in **Journal of Advances And Scholarly Researches in Allied Education**, an internationally indexed peer reviewed and refereed journal, Volume-14, Issue-1 ISSN: 2230-7540, October 2017 (UGC Approved)
- 9) ***"A Review on the Present Marketing Mix applies particularly to the Marketing"*** full paper published in **Journal of Advances And Scholarly Researches in Allied Education**, an internationally indexed peer reviewed and refereed journal, Volume-13, Issue-1 ISSN: 2230-7540, April 2017 (UGC Approved)
- 10) ***"Demonitization: A game changer for the economy and markets"***, abstract published in conference proceedings of **ICSSR sponsored National Conference on "Demonitization, Digital India and cashless economy: A socio economic Transformation"** organized by CCS University, Meerut on 17-18 March 2017, Pg 35
- 11) ***"Intellectual Property Rights galloping India the Success way: Study of Innovation and Competitiveness in the Indian Context"***, Prastuti Journal of Management & Research ISSN – 2320-2262, (Volume 05, No.1), July 2016, Pg 28-45 (Full Paper)
- 12) Abstract of research topic published in conference proceedings of **National Conference on "Intellectual Property Rights"** organized by **PHD Chamber of Commerce & Industry, DIPP, IIT-Delhi, University of Delhi** by **Galaxy Global Management Review (GGGI)**, a bi-annual refereed International Journal of Management, ISSN- 2249-4103, December 2016, Pg 23

## **Research Papers presentation:**

- 1) Participated & presented a research paper entitled **“Consumer’s Product Involvement, Product knowledge and Impulsive buying behavior: A study of interrelationship to gauge customers better”** at International Conference on **Emerging Business Interventions for Managing technology & Innovation** organized by **Asian Business School**, Noida on February 06, 2021.
- 2) Participated & presented a research paper entitled **“‘Study of differences in Purchase Behavior for High Involvement Consumer Durables Goods in Districts of Rajasthan’**, in International Conference on **“Marketing in the Digital World: Impact on the Indian Economy”** in academic association with University of Fredericton, Canada on 07<sup>th</sup> December, 2019 at IMS, Ghaziabad.
- 3) Participated & presented a research paper entitled **“Managing the Customer Satisfaction under the aegis of digital eco-system”** at **seminar** on theme **“Sustainability & growth of business in digital era”** organized by **IMSUC**, Ghaziabad on November 25, 2017.
- 4) Participated & presented a research paper at **International Conference on theme “Digitization of Economy”** organized by **Asian Business School**, Noida on August 1, 2015.
- 5) One (1) research paper selected for a **International Conference** on theme **“Excellence in School Education”** organized by **IIT-Guwahati (2012)**, paper entitled:
  - **“Policy on the Continuum of Teacher Student Education – from Vision to Reality”**
- 5) Participated & presented 3 National Papers at EduExcellence, a National Conference on theme **“Excellence in Higher Education”** organized by **IIT, Delhi (Department of Management Studies)**, April 1-3 2011, papers shortlisted for publication are entitled :
  - a) **Academia–Industry Partnership: “An impetus for strengthening teaching and research in Higher Education Institutions: A Model for Engagement in Management Education”**
  - b) **A Continuum of Advanced Academic Services: “Critical Issues in the Identification and Nurturance of Promising Students from Low Income Backgrounds”**
  - c) **“Importance of Innovation Assessment Tools for faculty”**
- 6) Participated & presented 2 International Papers, a International Conference on theme **“Teaching & Learning: Strategies & challenges”** organized by **School of Education, Jaipur National University, Jaipur. April 8-10 2011**, Papers shortlisted for publication are entitled
  - a) **The Influence of Assertive Classroom Management Strategy, use on Student-Teacher Pedagogical Skills**
  - b) **Learner Autonomy: Drawing together the threads of Self-Assessment, Goal-setting and Reflection**

7) Participated & presented 2 International Papers, at International Conference on theme “Technological & Management Advancements: Issues & Challenges” organized by RIMT- Management Campus, Mandi Gobindgarh, Punjab.

### FDPs/MDPs/Workshops

<p><b>Faculty Development Program</b></p>	<p><b><u>FDP Organized (Convener/Co-convener):</u></b></p> <ul style="list-style-type: none"> <li>• One Week Online FDP on “Essentials of English Grammar for Professional Communication” with PPSP Department from December 07-11, 2020.</li> <li>• One Week Online FDP on “Multivariate Analysis using Quantitative Techniques’ from October 02-05, 2020.</li> <li>• One week Online FDP on “Structural Equation Modeling in Management &amp; Social Sciences using AMOS &amp; ‘R’ from May 11-15, 2020</li> <li>• One week FDP on “Data Analysis &amp; Structural Equation Modeling (SEM) techniques in Behavioral Sciences” from May 06-10, 2019</li> <li>• One week FDP on “Advance Research Methodology &amp; Modeling Techniques” from May 7-11, 2018</li> <li>• FDP on “Electronic education &amp; Contemporary laws” at IMS- Noida on 07th April 2016.</li> </ul> <p><b><u>MDP Organized:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Convener &amp; Resource person</b> for MDP on “The Art of Salesmanship – Accelerating Sales force performance” organized on 25<sup>th</sup> April, 2019</li> </ul> <p><b><u>FDP Attended:</u></b></p> <ul style="list-style-type: none"> <li>• Attended FDP on “Getting your Research Published in Quality Journal: A Systematic Approach” organized by IMS Ghaziabad on April 30, 2021.</li> <li>• Attended 4 days FDP on “NBA Accreditation Process &amp; developing SAR report” from April 12-15, 2021.</li> <li>• Attended One week International FDP on “How to Publish Research Papers in Top Tier International Journals” from May 26 – 30, 2020</li> <li>• Attended 03 Day FDP on “Analytical Techniques for Qualitative Research on Nvivo Software”, May 2020</li> <li>• Attended FDP on “Literature Search &amp; Reference Management using Mendeley” organized by GLBIMR on May 23, 2019</li> <li>• Attended One Week FDP on “Effective and Innovative Ways of Teaching and Learning Strategies” organized by JSSATE, Noida June 11-15, 2018</li> <li>• Attended FDP on “Intellectual Property Rights &amp; Its Essentials” organized by Amity University, Noida on June 4, 2018</li> <li>• Attended FDP on “New Learning Engagement for New Age learners” organized by IMS Ghaziabad on December 20, 2017</li> </ul>
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	<ul style="list-style-type: none"> <li>• Attended Two Weeks FDP on “Entrepreneurship Development” organized by ITS – Mohan Nagar on January 16-27, 2017</li> </ul> <p><b><u>MDP Attended:</u></b></p> <ul style="list-style-type: none"> <li>• Attended MDP on topic “Digital &amp; Social Media Marketing for Business Growth” organized by IMS Ghaziabad, on May 22, 2021.</li> <li>• Attended MDP on topic “The Changing Landscape of Retail Industry: Retail Summit” organized by BIMTECH, Noida on October 11, 2019</li> <li>• Attended MDP on topic “Service Improvement, Innovations and Marketing” organized by IMS Ghaziabad on May 19, 2018</li> </ul>
<p><b>Faculty Research Seminar</b></p>	<p>Faculty Research Seminar at IMS Ghaziabad for all faculty members on topic: <b>“Deciphering Facets Of Intellectual Property Rights (IPR) For Faculties/ Academic Institutions”</b> based upon draft National Academic Policy on Friday, January 03, 2020.</p>
<p><b>Certification Program</b></p>	<ul style="list-style-type: none"> <li>• Coordinated a Value Added Certification program (VA-CP) on ‘Six Sigma Yellow Belt’ by Ministry of Micro, Small &amp; Medium Enterprises, GoI from March 15-18, 2021.</li> <li>• Organized a Value Added Certification program (VA-CP) on ‘Digital &amp; Social Media Marketing’ by Ministry of Micro, Small &amp; Medium Enterprises, GoI on January 21-22, 2021.</li> </ul>
<p><b>Conferences / Seminar/ Workshops</b></p>	<p><b><u>Organized:</u></b></p> <ul style="list-style-type: none"> <li>• International Conference on “Managing Inflection Point in Changing Landscape: Through Technological Innovations” (ICMIC21) in academic association with University of Fredericton, Canada on 24<sup>th</sup> April, 2021 at IMS, Ghaziabad.</li> <li>• Seminar on ‘Entrepreneurial Challenges and Opportunities in the current VUCA Environment and the Role of Agility’ by Mr. Faizan Ahmad, National Sales Head Digital, The Hindu &amp; Mr. Anurag Uramaliya, Project Manager, Tata Consultancy Services on February 06, 2021.</li> <li>• Seminar on ‘Entrepreneurial Challenges and Opportunities in the current VUCA Environment and the Role of Agility’ by Mr. Himanshu Sharma, Director Squeak Corp &amp; Ms. Shruti Raina, General Manager-Marketing &amp; Customer Relations, Neelkanth Town Planners Pvt. Ltd on January 30, 2021.</li> <li>• Seminar on ‘Personal Leadership’ by Mr. Raj Badhwar, Chief Transformation officer, Bliss Ocean &amp; on ‘Digitization of Banks’ by Mr. Amit Tyagi, Chief Manager Company - Bank of India (Public Sector Undertaking) on January 23, 2021.</li> <li>• Workshop on ‘Liquid Customer Expectations and Omni-Channel Experience’ by Mr. Satya Upadhyaya, Vice President at Citibank Australia on December 02, 2020.</li> <li>• Seminar on ‘New Normal - Management Education: Challenges &amp; Prospects’ by Dr. Himanshu Talwar, Ted X &amp; Motivational Speaker, Author on July 14, 2020.</li> </ul>

- International Conference on “Marketing in the Digital World: Impact on the Indian Economy” in academic association with University of Fredericton, Canada on 07<sup>th</sup> December, 2019 at IMS, Ghaziabad
- Organized for Cavin Kare, a consumer research on Best preferred fragrance test from college students on October 18, 2019 at IMS Ghaziabad.
- Organized a three day “Stress Management Workshop” jointly in coordination with Yoga Prabha Bharati Seva Sanstha Trust, Mumbai taken by Atul Kumar Shukla, an international expert in Yoga Science, Diet and Nutrition and Stress Management during 21-23 Dec 2016.
- Co-ordinated International conference on "Emerging information and communication technology for improving standard of living" on 16-17 Sept organized by IMS- Noida
- Guest lecture on “Mergers & Acquisitions” by CS Devesh Pandey on 30th September 2016
- Conducted a full day Workshop on "Intellectual Property Rights Laws - Version 2" on 01st September 2017.
- Workshop on "Intellectual Property Rights Laws in blend with today's marketing era" on 17th September 2016.
- Guest Talk session on “Higher National Diploma Courses” by Mr. Vikas Jain, Pearson Vue Education, in August 2016
- National Seminar on “Development of SCs & STs in Globalized World: Issues and Challenges” in association with Centre for consumer laws and public policy on May 21, 2016.
- Launch of Centre for Excellence in Digital Marketing at IMS Noida on by Mr. B.P Mukerjee, CEO APAC, Edgesoft Inc.(USA) and the keynote speaker was Ms. Bhawna Bhardwaj, Founder, DigitalMarketingC.co on 30th March 2016

**Attended:**

- Global Expert Talk on ‘Navigating the Complexities in Strategy’ by Prof. Wolfgang Amann, Professor of Strategy & Leadership, HEC, Paris on May 11, 2021.
- Global Expert Talk on ‘Strategic Management’ by Mr. Ashish Patel, Managing Director, CAO Morgan Franklin, USA from March 13 – May 24, 2021
- Global Expert Talk on “Standing on the shoulders of Giants” by Dr. Michael Dutch, Department of Business Administration, Guilford College, University of Houston, North Carolina, US on February 09, 2021.
- Webinar on ‘Challenges and Learning from the Experience of Start-Ups’ by Mr. Chitransh Mathur, Category Supply Head, Trell . Co on January 09, 2021.
- Seminar on “Changing Consumer Behaviour In Post Covid World” by Mr. Mukesh Goswami, Director Business Systems Encore Advantage, USA in October 2020.
- Workshop on ‘Leadership and Economic Perspectives Of Amalgamation Of Banks’ by Mr. R.K Dubey, Former CMD, Canara Bank on September 20, 2020.

	<ul style="list-style-type: none"> <li>• Workshop on “Improving Managerial Skills through Drama &amp; Theater” by Mr. Pranay Dixit on from August 19-21, 2020.</li> <li>• International Conference on ‘Industry 4.0: Current Perspectives and Future Directions’ on March 6-7, 2020 organized by IMS Ghaziabad.</li> <li>• National Conference on ‘Emerging Perspectives of Finance and Changing Economic Scenario’ on February 29, 2020 organized by IMS Ghaziabad.</li> <li>• International Conference on ‘Transforming HR in the Digital Era: Prospects and Implicit Issues’, on January 11, 2020 organized by IMS Ghaziabad.</li> <li>• Assessing Research Outputs &amp; its Enhancement’ by Dr. Rajesh Singh, Delhi University organized by Library Professionals Association, New Delhi on 02 May, 2020.</li> <li>• ‘Media Landscape before &amp; after Covid-19’ organized by Apeejay Institute, Kalindi College, University of Delhi &amp; IQAC Kalindi College on 15 May, 2020</li> <li>• Workshop on ‘Research Ethics and Plagiarism Control’ organized by University of Mumbai on 15 May, 2020</li> <li>• ‘COVID-19 and the Indian Financial System: Impact assessment and policy response’ organized by Bharti College, University of Delhi, 29 April, 2020</li> <li>• ‘Power of Digital in Digital India’ organized by Delhi Metropolitan Education, Noida on 14 May, 2020</li> <li>• ‘Impact of pandemic on entrepreneurship in India’ by Saurabh Chandra, BITS &amp; IIM-A Alumnus, organized by McGraw Hill on 14 May, 2020</li> <li>• ‘Leadership in times of crisis’ by Dr. Himanshu Rai, Director – IIM Indore organized by McGraw Hill on 14 May, 2020</li> <li>• ‘The Essence of Research Methodology’ organized by PG department of commerce, Jamal Mohamed College (Autonomous) on 16 &amp; 17 May 2020</li> <li>• ‘Need of E-content Development in Education’ organized by department of library information science in association with IQAC on 16 May, 2020</li> <li>• ‘Basics of IPR for Beginners’ organized by DPIIT – IPR Chair, IIT Roorkee on 18 May, 2020</li> <li>• “Doctoral Thesis: Key Components and Research Skills and Research Funding Opportunities: In India and Abroad” Organized by IQAC &amp; Research Cell on 14th May, 2020</li> <li>• Webinar on ‘A Holistic Approach for Total Well Being’ by Mr. Amit Chauhan, Senior Manager, Bajaj Capital Ltd. on May 07, 2020.</li> <li>• Webinar on ‘Role of HR in Business during the times of Turbulence’ by Mr. Debashis Das, Founder &amp; CEO, Elunchus HR Consulting on April 09, 2020.</li> <li>• Attended Workshop session of Prof. Jagdish Seth, Charles H Kellstadt Prof. of Marketing, Goizueta Business School , Emory University, USA “New Contours of mgmt., AI, Interconnected world &amp; Industry 4.0” at IIC, New Delhi on 2<sup>nd</sup> July, 2018</li> <li>• International Conference on ‘Corporate Governance: Retrospect &amp; Prospects’ (ICCG IMSGZB 2017) organized by IMS Ghaziabad on February 12-13, 2017</li> <li>• National Summit on Institutionalizing Academia Industry Interface on 8th December 2016 at PHD House, New Delhi</li> <li>• Workshop on “Understanding copyright &amp; related rights” organized by Indian Law Institute, New Delhi from 21st – 26th November 2016.</li> </ul>
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	<ul style="list-style-type: none"><li>• National Summit on Institutionalizing Academia Industry Interface on 8th December 2016 at PHD House, New Delhi</li><li>• Participated in Panel discussion on "Demonetization" in the series of the episode of "HASTAKSHEP" organized by IMS Noida, on 25th Nov 2016.</li><li>• National Seminar on Digital India: An Initiative to transform nation organized by IMS- Ghaziabad on 07th April 2016.</li><li>• Participated in panel discussion on “Union Budget 2016: Policy Implication on Youth” by Dr. Amir Ullah Khan, Policy Advisor, Bill and Melinda Foundation, Dr. Srinivas Shirur, Director, GIMT, in March 2016</li><li>• National Summit on “Institutionalizing Academia-Industry Interface” by PHD Chamber” in association with Ministry of Science &amp; Technology, National Science &amp; Technology Entrepreneurship Board &amp; Incredible India on 06th December 2015.</li><li>• 4th National Conclave on "E-Commerce India" ecommerce 2.0: Scope &amp; Future Potential organized by ASSOCHAM, New Delhi on 10th April 2015.</li><li>• Annual Management Convention on theme “Architecting Competitive Edge for Sustainable Development” organized by Delhi Management Association (DMA), on 31st October 2014 at India Habitat Centre, New Delhi.</li></ul>
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