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Dr. NEHA SHARMA

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- Objective For the Professor position in Indira Distance Education Academy
- Experience June 2004 onwards
Dy. Director and Professor at Indira Institute of Management,
Pune
- § Academic Head of the MBA Program
 - § Associate member of the Indira Research and Development Cell involved in Management Research, Consultancy and Training Programs
 - § Teaching courses in Services Marketing & Brand Management, Consumer Marketing.
 - § In charge for “Brain Gain” a unique managerial aptitude development initiative
- Member of the Management Education Syllabus Revision Committee of the University of Pune**
- Member of the University Paper Setting Team**
- July 2003 – April 2004
Associate Professor in PG Diploma in Management Cell at Defense Services Staff College, Wellington (affiliated to Chennai University).
- § Teaching courses in Organization Behavior and Management Concepts.
- July 1998 – May 2003
Associate Professor at Pacific Institute of Management, ML Sukhadia University, Rajasthan
- § Teaching courses in Advertising, Retail Marketing, Organization Behavior and Management Concepts.
 - § Coordinator Student Development Activities and Program.
 - § Chairperson Student Placement Cell.
- June 1997- June 1998
Training Faculty at NIS, Udaipur, Rajasthan
- § Corporate training in the area of Sales and Marketing.
 - § Personality Development Programmes for Corporate Executive.

- § Implemented training courses for new recruits.
- § Visiting faculty (marketing) to Pacific Institute of Management.

November 1994- May 1997

Lecturer at IIMT, Meerut, UP

- § Teaching courses in Advertising, Marketing, Organization Behaviour and Management Concepts
- § Coordinator Student Placements
- § Guide for Student Dissertations in the area of Marketing.

August 1991– September 1994

Management Consultant with IJR & Associates, New Delhi

Major assignments undertaken during this period:

- § Techno-economic analysis for the feasibility of establishing the Nylon and Polyester Monofilament Yarn production unit in India for Garware.
- § Study of profitable commercial use of Sulphuric Acid a by-product of Zinc smelting process for Hindustan Zinc Ltd.
- § Market study for gauging the acceptability and viability of establishing wind farms for power generation in the states of Tamil-Nadu and Karnataka for IREDA.
- § Social Cost Benefit Analysis of using CNG as a substitute for other popular fuels, for ICICI.
- § Member of the consultancy team appointed to draft a report for the Export Promotion Programme of the Ministry of Commerce under the leadership of then Commerce Minister P. Chidambaram to promote the export of Sugar, Molasses, Alcohol and other downstream chemicals from India.

Education

- § Jan, 2003 PhD in the area of Business Administration from ML Sukhadia University , Rajasthan on :
“ A Critical Analysis of Challenges and Opportunities to Management Education in India ”
- § 1989-1991, MBA with specialization in the area of Marketing Management from ML Sukhadia University , Rajasthan
 Second Position in the University Merit.
- § 1987-1989, B.Sc. from ML Sukhadia University , Rajasthan
- § **NET** Qualification of UGC for eligibility as Lecturer in the area of Management

Current Research and Consultancy Assignments:

1. "Comparative Study of the Rehabilitation and Resettlement Policies at International and National Level" and preparation of a Draft R&R Policy for MIDC for their SEZ land acquisitions.
2. Training Need Analysis of All the Municipal Corporations under the MMRDA to suggest exhaustive Training calendar.
3. Design, developed and implemented the "Customer Delight" model for the "Hypercity" chain of hypermarkets

Research Papers Published

1. "Customer Relationship Management in Delivery of Management Education: A Marketing Strategy Perspective" presented at ICOBM –II, January 1999 organized by Nirma Institute of Management, Ahmedabad.
2. "Total Quality Management : The New Perspective for Management Education" presented in the 53 rd All India Commerce Conference.
3. "Competitiveness of Indian Services Sector : the Challenges Ahead" presented at Nirma International Conference On Business Management - 2002
4. "Quality of Management Education: The Industry Perspective" presented at the 55th All India Commerce Conference.
5. "Environmental Impact of Construction Industry-A Case Study of Pune City presented at International Conference in Pacific Institute of Management,Pune.
6. "Protecting Indigenous resources and traditional knowledge" paper presented for National Seminar at Indian Institute of Management,Kozikhode
7. "Fostering Entrepreneurial Culture in Organizations" paper accepted for International Conference at University of Hyderabad.
8. "Service Delivery Mechanism in Health Care " paper at IIM Ahmedabad .
9. 6th Asia Pacific ABC Conference on Business Communication at IIM, Ahmedabad on the topic of "Corporate Communications: Reinforcing Gender Stereotypes"
- 10."Communication as a critical factor in effective dissemination of healthcare services in a Developing Economy" International Conference at University of Utara, Malaysia
- 11"Culture Driven Knowledge Management for Organizational Development" Accepted for publication by Cambridge University, UK

Personal Details

Date of Birth	3 rd August, 1969
Nationality	Indian
Husband's Name	Lt. Col. Rahul Sharma 20 GRENADIERS C/O 56 APO

Dr. Neha Sharma

