

**Dr. GEETA SHARMA**

**Assistant Professor**

Department of Commerce and Management

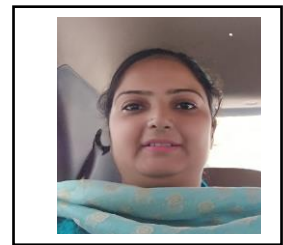
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**DOB: 22<sup>nd</sup> May, 1984**



**Educational Qualifications**

**Ph.D. in Marketing**

UBS, Panjab University Chandigarh, India (2012) PhD Thesis: "Influence of Marketing Mix Elements in Selected Mobile Service Providers: An Empirical Study of Punjab Circle".

Qualified U. G. C. (NET) in Commerce

**M.Com (Finance) UBS** , Panjab University Chandigarh, India (2005-2007)

**MBA (Marketing) - USOL**, Panjab University Chandigarh, India (2012-2014)

**Bachelor of Commerce** – Dev Samaj College for Women (2002-2005)

**Teaching/Research Experience**

- 25 July 2009- till date

**Assisatant Professor** in Department of Commerce and Management, GGDSD College, Chandigarh

Teaching Cost Accounting, Financial Management, Psychology for managers, Production and operations management, Human Resource Management, E-commerce, Principals of Management for Graduation Classes.

Total Quality Management, Knowledge Management, Organisation Behaviour for Post Graduate Classes.

- Commerce, Finance and Marketing

**Areas of Interest**

**Publications**

**(Journal/Book Chapters)**

**Journal Publications:**

- "Management for Awareness Among Adolescents Regarding Adolescent Friendly Health Clinics (AFHCs)", EDU WORLD, A Multidisciplinary International Peer Reviewed/Refereed Journal. Vol. X, Number -2, pp. 1-7. 2018

ISSN: 2319-7129

- "The Impact of Plastic Money on Consumer And Retailers: An Empirical Study. Shodh Sanchar Bulletin, ISSN: 2229-3620

JAN-MARCH 2021, VOL. 11, ISSUE 41, PP: 325-331.

An International Bilingual Peer Reviewed Refereed Research Journal

**Book Chapters:**

- "TOTAL QUALITY MANAGEMENT (TQM) AND EMPLOYEES' JOB SATISFACTION IN THE ERA OF SOCIETY 5.0" BOOK- Transforming Indian Economy: Challenges & Opportunities (An Overview of Changing Dynamics in Business, Economy & Society) September 2021, EDITION: Ist Publisher: Weser Books, Germany

- Security Analysis and Portfolio Management, Himalayan Publisher, ISBN 978-93-89652-46-8, Year 2020

**Refresher  
Courses/Workshops/  
Training Programmes  
Administrative Experience**

- Faculty Development Program on “E-Content : Design, Development and Delivery” from 21-07-2020 to 25-07-2020
  - 1. Coordinator, Post Graduate Diploma in Marketing Management
  - 2. Coordinator, Post Graduate Diploma in Personnel Management and Labour Welfare
  - 3. Coordinator, Add on Course of Event Management.
  - Sub Registrar of Commerce (2019-2021)

**Dr. Geeta Sharma**