

Dr.RITIKA SHARMA, Assistant Professor,
Department of Commerce and Mangement, DAV
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CV UPSHOT:-

- A double **PG & a Doctorate in Management** from UBS, Chandigarh.
- A **distinction holder** right through my career.
- **18+ years** of Teaching experience (Full time + Visiting)
- Presented **Research** papers at **International Conferences**
- **11+ Research** publications in Journals of repute in India
- I have a voracious interest in studying & teaching Management.

OBJECTIVE: -

Presenting Management as a subject to its pupils in an interesting and a refreshing way is my real Career Objective. I believe in innovation while teaching. Infusing in classroom - some real life 'Case Studies /Simulated Games' to emphasize on the theory is now the most contemporary way of teaching. I wish to take it to the next level.

Teaching Strength Areas: -

- Human Resource Management / Planning.
- Personnel Management & Industrial Relations
- Business Communication & Business Studies
- Personality Development
- **MARKETING** Management
- Business Law

Work Experience: - 18 Years

Industrial Experience:-

- As a Senior Corporate Trainer at AGTS (www.akashgautam.com) I got an opportunity to work with the finest names in the Indian Corporate Industry, Top Indian B-Schools too.
- Eight weeks practical training as a part of BBA course curriculum at **B.H. Rubber Industries, Jalandhar. Project Undertaken: -** Survey of Rubber Industry with special reference to Advertisement Mix.

- Six weeks practical training as a part of M.Com course in Doaba Milk Plant, Jalandhar. **Project Undertaken:** - A detailed study of the organizations Sales Promotion and Advertisement Policies.

Education: -

PhD

Ph.D. TOPIC: - ‘A study of Emotional Competence: its effect on Coping, Social Capital and Performance of sales people’-**completed in the year 2009.**

Pre-Ph.D - (Year 2004), from **University Business School, Punjab University, Chandigarh.** Specialization: - Human Resource Management.

DEGREE	BOARD/UNIV	INSTITUTION	SPECIALISATION
M.Com (2003)	GNDU, Amritsar	Lyallpur Khalsa College, Jalandhar	Business Admn.
MBA (2010-2012)	Punjab Technical University, Distance Education Program	P TU, Distance Education Program	Human Resource Management
BBA (2001)	GNDU, Amritsar	A.Pee.Jay College , Jalandhar	Business Admn.

Papers Presented: - **INTERNATIONAL**

- Presented a paper on “***Social Capital Proficiencies of Indian Salespeople***” at 8th Annual IBER & TLC Conferences Program 2008; **Las Vegas, Nevada, USA.** Dated: September 29th, 2008. At Clute Institute for Academic Research, Littleton, Colorado 80162, USA
- Presented a paper on “***Emotional Competence Proficiencies of Indian Salespeople***” in 1st Bangkok International Forum on Indigenous Management Practices commencing, February 2nd-6th, 2009 **at Kasetsart University in Bangkok, Thailand.**
- Paper presented online on - "***A Study on Changes in Consumer Business during Covid-19 Pandemic***" in an international conference on “**Changing Paradigms of Individual and Society: Conflicts, Negotiations and Growth**” on 31 March , 2021, organised by Dept. of English and Dept. of Psychology, DAV University, Jalandhar

- Paper presented at International seminar on “***Business Simulation as a teaching Pedagogy in present scenario of COVID-19***” at International seminar on “Innovative Pedagogical Approaches for Integration of Physical Education and Yogic Sciences in Teacher Education” On June 21- 22 , 2021organised by Dept of Physical education and Dept. of education, DAV University,Jalandhar.

NATIONAL

Papers Presented: -

- Presented a paper at National Seminar on “***WTO- Challenges & Opportunities for India under WTO Regime***”. VENUE: - Department of Commerce & Business Management,GNDU, Amritsar on 9th, 10th March 2004.
- Presented a paper at National Seminar on “***Indian Business: Preparing for the future***” on 13-14 March 2004. VENUE: - University School of Management, Punjabi University Gurukashi Campus, Talwandi Sabo, Bhatinda.
- Presented a paper at P.G.Deptt.of Commerce, Lyallpur Khalsa College, Jalandhar while in UGC sponsored National Conference on Knowledge Management, Dec 4-5, 2004. Topic: - ‘***Implementing Knowledge management systems***’.
- Poster presentation at **Indian Institute of Management-Ahmadabad** , December 15-17,2010. Theme-**International Conference on “Challenges to Inclusive Growth in the Emerging Economies”**. Topic ‘***Role of SGFI in Empowerment of Children-A Case of Identification and Rehabilitation of Child Labour.***’
- Presented a paper at the International Conference on “Business Ethics and Human Values” at University Business School, Panjab University, Chandigarh on December 22-23, 2010. Topic ‘***Ethical Orientation of Managers in Insurance Industry in India***’
- Presented a paper at UGC-SAP sponsored National Seminar on EMOTIONAL INTELLIGENCE at Panjab University, Chandigarh on 21 March, 2014.Topic ‘***An empirical study on Indian salespeople: their emotional competence levels & stress coping strategies.***’
- **Presented Paper at** UGC sponsored National Seminar on SPECIAL ECONOMIC ZONES:PROSPECTS AND CHALLENGES,Chandigarh on 21 November, 2015.Topic ‘***A study of exploring future prospects of SEZ in India***’

- ***Presented Paper at*** National Seminar on ***“Fostering Innovation by promoting Emotional and Spiritual Intelligence among the Children”*** on Quality Enhancement in Higher Education on February 14 ,2020, organised by Govt. Home Science College,Sec-10, Chandigarh
- ***Presented Paper at*** National Seminar on ***“Emotional Competence: Stress coping strategy within Organizations”*** on February 28,2020 at Dav university, Jalandhar
- ***Presented Paper at*** National Seminar on ***“Virtual classroom and challenges in teaching learning process”*** on "Communication in Virtual Environment for Socio-Emotional " organised by Centre for Academic Leadership & Education Management (CALEM), Department of Education in collaboration with Swayam Cell, IETVE, & UBS, Panjab University, Chandigarh under the aegis of PMMMNMTT Scheme of MHRD, Govt. of India on March 26-27, 2021.

Papers Published in Journals and Proceedings -

S.No.	Author(s)	Year of Publication	Title of Paper	Name of the Journal, Volume/ page numbers,	Name of the Publisher
1.	Dr.Ritika Sharma	2009	Right Career Selection : A critical Decision	Journal of the 'Chandigarh Management Association	CMA
2.	Dr. Ritika Sharma and Dr.Manoj K. Sharma	February 2 nd -6 th , 2009	Emotional Competence Proficiencies of Indian Salespeople	1 st Bangkok International Forum on Indigenous Management Practices commencing, at Kasetsart University in Bangkok, Thailand.	ISBN 978-974-389-022-2
3.	Dr.Sandee p Vij,Dr.Ritika Sharma,Dr. Manoj k. Sharma.	August 2010	A Study of Emotional Competence: Identifying the Emotional Competence Proficiencies of Indian Salespeople	Journal of Marketing Management, ICFAI, Hyderabad	lupindia.org ISSN 0972-6845

4.	Dr.Ritika Sharma, Dr. Manoj k. Sharma.	April 2012	Social Capital Proficiencies Of Indian Salespeople	Zenith: international journal of multidisciplinary research	ISSN 2231-5780
5.	Dr.Ritika Sharma	January 2013	The empirical investigation between emotional competence and work performance of Indian sales people	International journal of research in commerce, it & management Volume no. 3,issue no.01	I.J.R.C.M. ISSN 2231-5756
6.	Dr.Ritika Sharma	March 2014	EMOTIONAL INTELLIGENCE past and present trends shaping the future	YS Books International.	ISBN 93-83793-17-1
7.	Dr.Ritika Sharma	June2014	Exploring emotional Competence of Insurance, Automobile, Pharmaceutical and Telecom salespeople	DIVINER,A Research Journal of Humanities and Social Sciences,Volume 11.no. 1, Jan-June 2014.	ISSN 0973-8320
8.	Dr.Ritika Sharma Dr.Rajnish Sharma	June2015	Universalisation of Elementary Education:Issues & Concerns	DIVINER,A Research Journal of Humanities and Social Sciences,Volume 12.no. 2, special issue 2015.	ISSN 0973-8320

International Conferences Attended:- 3

National Conferences Attended:- 10

Refresher courses and Faculty Development courses attended

- Participated in the Faculty Development Program organized by **ICFAI** in 2007.
- Participated in the Faculty Development Program on **Business Simulation held from June 27,2011 To July 02,2011** : At Lovely Professional University, Phagwara (Punjab)

- Participated in the Faculty Development Program at DAV College sector 10, Chandigarh on 4 to 10 December 2015.
- **National Workshop (FDP)** on from March 03-09 ,2020 on **Sustainability in Academic Leadership through Global Learning Environments** Organized by Centre for Academic Leadership & Education Management (CALEM) Department of Education, Panjab University, Chandigarh. Under the Aegis of PMMMNMTT, MHRD In collaboration with Department of Community Education and Disability Studies & Institute of Educational Technology and Vocational Education
- **National Workshop (FDP) on "Managing Virtual Class Room and Open Education Resources"** at Panjab University from **JUNE 24-29, 2020**. This workshop is being organized by Centre for Academic Leadership & Education Management (CALEM), Department of Education in collaboration with Swayam Cell, IETVE, & UBS, Panjab University, Chandigarh under the aegis of PMMMNMTT Scheme of MHRD, Govt. of India
- **National Workshop (FDP)** on "Technology and Instructional Reforms with reference to Online Teaching, Learning & Evaluation" organized by Centre for Academic Leadership & Education Management (CALEM), Department of Education in collaboration with Swayam Cell & IETVE, Panjab University, Chandigarh from July 15-20, 2020, under the aegis of PMMMNMTT, MHRD, Govt. of India
- One week FDP on "E-content: Design , Development, Delivery" organised by department of computer science and information technology, DAV college sec 10 Chandigarh from July 21-25, 2020

Other Research Projects undertaken: -

- A study of stress and coping strategies among the executives in a few cities of Punjab.
- A comparative study of Role stress amongst the employees of BSNL & Airtel.
- A comparative study of orientation of Managers towards Knowledge Management.
- Study of Organizational Commitment – a comparison of private & public sector banks.
- Supervised & guided 100+ students for / in their master level (MBA / PG) Research Projects

Fest and Talks organized at college level-

February 23-24, 2014	Organized Colosseum Fest by heading Commerce and Management Society
February 23-24, 2015	Organized a gala event of Colosseum Fest by heading Commerce and Management Society
February 28, 2016	Organized Colosseum Fest by heading Commerce and Management Society
November 19, 2018	Workshop on “Innovations in Management” for all BBA and B.com students of DAV college , Chd. By the Speaker Mr. Gurjit Dahri ‘in association with RMS Hub Partner Tata institute of Social sciences
September 23 ,2019	Workshop on “DIGITAL MARKETING” for all BBA and B.com students of DAV college , Chd. By the Speaker Mrs. Tanu Sharma in association with RMS Hub Partner Tata institute of Social sciences
October 24,2019	Workshop on “Industrial Motivational Campaign by Government of India Ministry of MSME” at DAV College, Chandigarh in DAV college sec 10, Chandigarh.

Membership of Professional Academic Bodies:

- Executive member of BUSINESS CLUB of Deptt. of Commerce in Lyallpur Khalsa College, Jalandhar, for sessions 2001-2002 and 2002-2003.
- **General Secretary** of BRSA (Business Research Scholars Association), Punjab University, Chandigarh, for the year 2003-2004.
- An active, life time member of **Chandigarh Management Association (CMA)**

Personal: -

- MARITAL STATUS: - Married with a 16+ year old son.
- FAMILY BACKGROUND: - My Husband is a nationally renowned Speaker, Motivator & a Personality Development Expert (www.akashgautam.com)
- RESIDENTIAL ADDRESS: - House no. 5820-B, Sector 38-west , Chandigarh -160036

Dr.Ritika Sharma

Dt.: - April, 2022