

CURRICULUM VITAE

Dr. Parul Verma
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OBJECTIVE

A career in Business Administration as a faculty member. To become a part of highly motivated team where I can contribute as per my potential by utilizing my skills and learning new skills from rest of the team to achieve common team goal, which in turn will help the organization to achieve target and will also ensure my growth.

QUALIFICATIONS

1. **MBA - PG Degree** in Marketing & HR from Faculty of Management Studies, Maharshi Dayanand University, Ajmer with **73%** (2007).
2. Qualified **State Level Education Test** held on 30th Nov 2009, conducted by RPSC Ajmer (Rajasthan)
3. Qualified both **UGC NET & JRF (Junior Research Fellowship)**, Dec 2009 in Management
4. **Award Ph.D. in Business Administration** from Department of Business Administration, Maharshi Dayanand Saraswati University, Ajmer (Rajasthan) under the supervision of Dr. Sneh Saxena, Lecturer & Head of the Department – Department of Business Administration, Government College, Ajmer (July 2013)

Ph.D Title: “An Empirical Study on Consumer’s Behaviour towards Organised Retail Outlets - with reference to Rajasthan State.

ACADEMIC EXPERIENCE

1. Presently working as a Assistant Professor in Business Administration Department, Government Girl’s College Chomu (Jaipur), Department of Higher Education Jaipur Rajasthan , State Government of Rajasthan since 30-07-2022.
2. Worked as an Assistant Professor in Business Administration Department, Government Girl’s College Ajmer, College Education Department, State Government of Rajasthan from 01-02-2014 to 29-07-2022 (8 years and 4 months)
3. Worked as a Lecturer- (MBA & BBA)- Marketing in Amity Business School, Amity University Rajasthan, Jaipur from 17-6- 2009 to 31-01-2014 (4. 7 years)
4. Worked as a Faculty (Marketing) in ICFAI National College, Jodhpur from 12 October 2007 to 30 May 2009 (1 year and 7 months).

PAPER PUBLISHED / BOOK REVIEW

1. Parul Verma (2016), "An Exploratory Study of Product and Brand Positioning Typologies with respect to Pharmaceutical Companies"
2. Parul Verma (2013), "Analysis of Brand Equity and Resonance of Private Banking Services in India ", Pacific Business Review, ISSN No. 0974 438X
3. Parul Verma (2011), "Exploring the Trends of Retail Formats in India: A Study of Hypermarket in Bangalore City ", published in Popular book Publication, ISBN No. 978-81-86098-06-6
4. Book review on "Isn't Obvious" by Eliyanhu M. Goldratt, Amity Management Review, Vol. 1, No 2, June 2011, Pg No. 72, ISSN No. 2230-7230

ACADEMIC ACHIEVEMENTS

Got first prize for **Best Sector Presentation** on "Identify the correlation between Brand Loyalty and Customer Satisfaction towards Retail Outlet in Gurgaon City" in Faculty Training Program at INC Staff Training College, Gurgaon.

NATIONAL / INTERNATIONAL CONFERENCE: Presented 12 Research Papers in both National and International Conferences

WORKSHOP/ DEVELOPMENT PROGRAME ATTENDED

1. Attended two weeks Refresher Course from 21-01-2021 to 04-02-2021, organized by HRDC, Jamia Millia Islamia, New Delhi.
2. Attended two weeks Refresher Course from 10-01-2022 to 22-01-2022, organized by HRDC, Jamia Millia Islamia, New Delhi.
3. Attended 28 days orientation program organized by Academic Staff college, MDS University Ajmer from 1-02-2017 to 28-02-2017
4. 7 days workshop of "**Retail Management**" at INC Staff Training College, Gurgaon from 9th June 08 to 14th June 08.
5. 1 day workshop of "**Marketing Management**" at ICAFI National College, Jaipur on 31st Jan 2008.
6. 1 day workshop of "**Strategic Human Resource Management**" at INC Regional Office, Jaipur.
7. Attended three days Faculty Development Programe on "Pedagogy Tool in Management Education" organized by Amity Business School from 9 Oct 2009 to 11Oct 2009.
8. One day Faculty Development Programe on "**Management Teachers 2015- New Age of Teacher**" Organized by AIMS at JK Lakshmipat University, Jaipur on 16th July 2012.

TEACHING AND RESEARCH AREA

Marketing Management
 Sales and Distribution Management
 Marketing of Services
 Consumer Behavior
 Marketing Tools and Techniques
 Marketing Management & Research

(PARUL VERMA)