

Parveen

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CAREER OBJECTIVE

- To obtain a challenging position where my skill, knowledge along with my enthusiasm will be fully utilized and extended for research and teaching.

ELECTIVE SUBJECTS

- Marketing Management
- Social Media Advertisement
- International Business
- Business Statistics
- Human Resource Management.

EDUCATIONAL QUALIFICATION

Course	College/University	Marks	Class Achieved
Ph.D.	Baba Mastnath University, Rohtak	--	--
Pre. Ph.D.	Baba Mastnath University, Rohtak	60%	1 st Class
M.B.A (5yrs.Integrated)	Department of Business Administration, C.D.L.U. Sirsa	70%	1 st Class
PGDMC	UCDL, C.D.L.U. Sirsa	68%	1 st Class
BBA	Department of Business Administration, C.D.L.U. Sirsa	65%	1 st Class
SSC	T.I.T.S. Bhiwani [B.S.E.H.]	76%	1 st Class
HSC	N.H.S. Pur (Bhiwani) [B.S.E.H.]	67%	1 st Class

- **Ph.D. Topic: “Effectiveness of Social Media Advertising: A Study in Haryana”**
- **UGC NET Qualified in May 2011 (Exam held in December 2010).**
- **Qualified “NISM Series V-A: Mutual Fund Distributors Certification Examination” conducted by National Institute of Securities Markets (Reg. No. NISM-202100158250, Enrolment No. 2100314738).**

EXPERIENCE

- Worked as an extension lecturer in FGM Govt. College Mandi Adampur from 19 Aug. 2011 to 30 April 2012.
- Working as Assistant Professor (Contractual) in Department of Business Administration, CDLU Sirsa since 1st August 2012.

RESEARCH EXPERIENCE

- Attend a Faculty Development Program, AICTE Sponsored in OITM Hisar.
- Attend a Faculty Development Program in Bharat Group of Institution, Sardulgarh.
- Attend a Faculty Development Program in Kongu Arts & Science College, Nanjanapuram, Erode, Tamil Nadu from July 12 – 14, 2021.
- Attend a Faculty Development Program in Karpagam Academy of Higher Education, Coimbatore from 26.07.2021 to 01.08.2021.
- Attend One Week Faculty Development Program in Sri Ramakrishna College of Arts & Science, Coimbatore from October 04 – 08, 2021.

RESEARCH PAPER PUBLISHED:

Sr. no.	Topic Name	Name of journal with Volume	ISSN/ISBN No.
1.	Induction Training: A competitive need of changing business Scenario	International Journal of Education & Management Studies 2011,1(1),126-128	ISSN: 2231-5632
2.	New Product Development: An Emerging Concept for maximizing the sale	International Journal of Education & Management Studies 2011,1(1),120-122	ISSN: 2231-5632
3.	Changing Influence of TV & print adv. on teenager's perception	International Journal of Education & Management Studies 2012,2(4),432-434	ISSN: 2231-5632
4.	Internet Marketing: A demand of business scenario	International Journal of Education & Management Studies 2012,2(4),423-426	ISSN: 2249-1058
5.	Effect of Opinion leader on Consumer perception towards Purchasing Durable Goods	ICISCM 2012, 194-197	ISBN: 978-81-923446
6.	Impact of Cultural factors on brand loyalty of rural buyers towards bath soap	International journal of Marketing & Technology March 2013, Vol-3, Issue-3	ISSN: 2249-1058
7.	Employee Retention Management: Present status & future Perspective in Haryana	MSI Conference Journal, 435-439	ISBN: 978-93-81771-18-1
8.	CRM in Retail Industry: A research study of Retail Garment in Sirsa City	International Business journal May 2014, Issue-5, 45-53	ISSN: 2348-4063
9.	Consumer Protection Act, 1986: Issues and Challenges	International Journal of Advance Research and Innovation, Volume 4, Issue 1 (2016) 74-76	ISSN 2347 - 3258

10.	Social Media Advertising: A Platform In New Era	International Journal of Management, IT & Engineering Vol. 9 Issue 4(2), April 2019	ISSN: 2249-0558
11.	Impact of Social Media on student's performance: A study on Higher Education students in Haryana	Studies in India Place Names (UGC Care Listed Journal) Vol-40 Issue-48 March 2020	ISSN: 2394-3114
12.	Impact of Covid-19 on Work Life Balance of Teaching Staff	Journal of Education: Rabindrabharti University, Vol.: XXIV, No.: 10, 2021-2022	ISSN: 0972-7175
13.	Impact of Social Media as a Promotional Tool after Lockdown 2019 on Female Customer's Purchase Decision	Journal of Management & Entrepreneurship Vol. 16, No.2(1), April 2022	ISSN: 2229-5348

BOOKS & CHAPTERS IN EDITED BOOK

Sr. No.	Name of Book	Publication House & ISBN	Authorship Type	Name of Chapter
1.	Effectiveness of Social Media Advertising: A Study in Haryana	HSRA Publication (9789390-903566)	Main Author	
2.	Entrepreneurship: A Socio-Economic Perspective 2022	Imperial Publication (978-81-94943945)	Co-Author	Role of SM platforms for public Health Awareness against COVID-19 in NCR India
3.	ANVESHAK- Demystifying Contemporary Business Scenarios Vol-1, December 2021	Asian Press Books (978-9392288-54-8)	Co-Author	Impact of Internet Promotional Tool after Lockdown 2019 on Female Customer's Purchase Decision

ACADMIC PROGRAM ATTEND

- Participated in Data Dissemination workshop organized by Directorate of Census operation, Haryana at CDLU Sirsa
- Participated in one-day workshop on RTI Act, 2005 organized by Department of Public Administration, CDLU Sirsa.

RESEARCH PAPERS PRESENTED IN CONFERENCES/SEMINARS/WORKSHOPS

Sr. no.	Name of Organizer	Topic of paper presented	National/ International
1.	BLJS College,	Marketing Strategies in Higher Educational	National

	Tosham	Institutions	
2.	Govt. PG College, Hisar	Impact of FDI in Retail Sector	National
3.	CRM Jat College, Hisar	Environment Management Policies by Haryana Govt.	National
4.	OITM Hisar	Effect of Opinion leader on Consumer perception towards Purchasing Durable Goods	International
5.	Maharaja Surajmal Institute, New Delhi	Growing influence of electronic media on teenager's perception	National
6.	Maharaja Surajmal Institute, New Delhi	Employee Retention Management: Present status & future Perspective in Haryana	International
7.	Department of Public Administration, CDLU Sirsa	Corporate Social responsibility: Issues & Challenges	National
8.	IMSAR, MDU Rohtak	Financial Institutional Assistance & Support to SSI	National
9.	IMSAR, MDU Rohtak	Digitization of Education: A Demand of recent Scenario	National
10.	Department of CSA, CDLU Sirsa	Role of MIS in Business Decision Making	National
11.	JCDIBM	Promotional Strategies of SSI's in Haryana: A Review	National
12.	OSG University, Hisar	Effectiveness of Social Media Advertising as a Marketing Tool- A Review Study	National

PERSONAL INFORMATION

Date of Birth	3 rd May 1987
Fathers Name	Sh. Purushotam
Marital Status	Married
Languages Known	English, Hindi.

DATE:

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