

1. **Name of Faculty:** **Dr. Pradeep Sharma**
2. **Department:** Department of Business Administration
3. **Designation:** Associate Professor
4. **Age as on 01.01.2016:** 50 Years
5. **Education Qualification:**

S. No.	Class	Board/University	Year	Division
1.	Secondary	Secondary Education Board, Ajmer	1979	II
2.	Hr. Secondary	Secondary Education Board, Ajmer	1980	II
3.	B.Com- Hons (Bus. Adm)	University of Rajasthan, Jaipur	1983	II
4.	M. Com (Bus. Adm.)	University of Rajasthan, Jaipur	1985	I
5.	P.G. Dip. in Salesmanship & Marketing	University of Rajasthan, Jaipur	1992	II
6.	P.G. Dip. In Personal Mgt. & industrial Rel.	University of Rajasthan, Jaipur	1993	II
7.	Ph. D. (Title: Marketing of Salt in India)	University of Rajasthan, Jaipur	1992	Specialization Marketing

6. **Teaching Experience as on 01.01.2016:** 23 Years
7. **Address (Local):** 29, Krishna Vihar, Gopalpura Bypass Road, Jaipur
- Address (Permanent):** 29, Krishna Vihar, Gopalpura Bypass Road, Jaipur
8. **Phone / Mobile Number:** +91-9829596577
9. **Email ID:** sharmadrpeekay@gmail.com

10. **List of Publications:-**

S. No.	Authors names	Title of paper	Name of Journal	Vol No.	Pages from-to	Year
1.	Dr. Pradeep Sharma	Shri Chakra Yantra Raj Ka Sankchipt Parichaya	Arth Darshan	VOL- 1, No 2 & 3	11	Apr 1994
2.	Dr. Pradeep	Marketing Through Internet	Journal of Business and Management	VOL-1, NO 1	74-81	Oct-2000

	Sharma					
3.	Dr. Pradeep Sharma	Analysis of Global Marketing Environment	Journal of Business and Management	VOL-1, NO 2	72-77	April-Sept 2001
4.	Dr. Pradeep Sharma	Globalization and Future Prospects of Indian Exports	Commerce and Information Technology Reg No (37/98)	VOL- 1, NO 2	107-109	July-Dec 2001
5.	Dr. Pradeep Sharma	Changing Scenario of Media in India	Journal of Business and Management	VOL-2, NO 1	157-163	Oct - March 2002
6.	Dr. Pradeep Sharma	Contemporary Dimensions of Brand Building	Journal of Business and Management	VOL-4, NO 1	54-63	March 2004
7.	Dr. Pradeep Sharma	Leadership in Banking Sector- A Big Challenge	Commerce and Information Technology ISSV0972-9550	VOL-8, NO 1	69-73	July-Dec 2008
8.	Dr. Pradeep Sharma	Analysis and Management of Role Stress Management –A Case Study of Jaipur Development Authority	Proficient (International Peer Reviewed Refereed Journal)	VOL-II, NO III	13-17	2010
9.	Dr. Pradeep Sharma	Employee Engagement “ Moving past the Corporate Catch Phase Delivering on Target Result”	Journal of Commerce and Information Technology	VOL-12, NO 1	35-42	June 2012
10.	Dr. Pradeep Sharma & Ms Khushboo Khullar	Evaluation of ‘NGO’s Performance in the Social Sector of Indian Economy	Economic Administration Review	VOL-29, NO 1	77-86	June 2012
11.	Dr. Pradeep Sharma	Challenges and Opportunities in Indian Rural Market	Proficient (International Peer Reviewed Refereed Journal)	VOL IV, NO IV	11-17	June 2012
12.	Dr. Pradeep Sharma	Evaluation of e-Business in Today’s World	The Journal of Business Administration	VOL 8	89-100	2012

13.	Dr. Pradeep Sharma & Mr Ashwani Prabhakar	Viral marketing in India	Journal of Business and Management	VOL 7, NO 1	34-43	June 2012
14.	Dr. Pradeep Sharma	Analysis of Green Logistics- A Global Perspective	Journal of Business and Management	VOL 7, NO 2	56-62	Dec. 2012
15.	Dr. Pradeep Sharma & Dr. Naresh Kumar	Role and Importance of ECRM in Consumer Satisfaction in LIC	Economic Administration Review	VOL 30, NO 1	164-173	Jan-June 2013
16.	Dr. Pradeep Sharma	Evaluation of e-Business is Today's world	The Indian Journal of Business Administration	VOL 8	89-100	2012
17.	Dr. Pradeep Sharma	Economic Diplomacy A Study of Energy Diplomacy	The Indian Journal of Business Administration	VOL 9	131-142	2013
18.	Dr. Pradeep Sharma	Green Marketing- A New Era	INSPIRA- Journal of Modern Management & Entrepreneurship	VOL 4, NO 1	179-184	Jan 2014
19.	Dr. Pradeep Sharma & Mr Yaduveer Yadav	Motivational Factors Promoting Tourism in Jaipur City	Journal of Business and Management	VOL 8, NO 2	37-45	Dec 2013
20.	Dr. Pradeep Sharma & Mr Ashwani Prabhakar	Marketing Audit – An Experiential Tool for Marketing Plan	Accounting Studies (Bi-Annual Refereed Journal)	VOL11, NO 3	94-98	2013
21.	Dr. Pradeep Sharma	Role and Importance of E-Crm in Customer Satisfaction in LIC	Economic Administration Review	30 No.-1	164-173	2013
22.	Dr. Pradeep Sharma & Ashwani Prabhakar	Media collision on the Brain Frame – Impact of Media on the Consumer Buying Behavior	Journal of Business Management	VOL 8, NO 1	74-83	June 2013

23.	Dr. Pradeep Sharma	Cost Leadership Strategies Professional Panorama	Professional Panorama (An International Journal of Applied Management Technology)	VOL 1, NO 1	193-199	June 2014
24	Dr. Pradeep Sharma & Ashwani Prabhakar	Jaipur Foot- Social Entrepreneurship and its Best	Business Management And Finance in India: ISBN 81-903014-21-9	–	1-8	2014
25.	Dr. Pradeep Sharma	Diversity Management	INSPIRA- Journal of Modern Management & Entrepreneurship	VOL 5, NO 2	77-82	April 2015
26.	Dr. Pradeep Sharma	Effect of Celebrity Endorsement in Promotion of Tourism Industry	New Dimension of Tourism in India	ISBN 978-93-83662-22-7	64-71	2015
27.	Dr. Pradeep Sharma	Impact of Tourism Industry on Health and Safety	Tourism in India: Opportunities & Challenges	ISBN 978-93-83662-23-4	218-228	2015

11. List of Books Published:

S. No.	Authors Names	Title of Book	Name of Publisher	ISBN	Year
1.	Dr. Pradeep Sharma Dr. Bindu Jain Dr. Anubhuti Vyas	Balanced Score Card- Concept and Application	Ritu Publication	978-93-81451-28-1	2012
2.	Prof. Anil Mehta Dr. Pradeep Sharma Ms. Leena Bhatia	Compensation Management	RBD Publishing House Jaipur- New Delhi	81-8142-704-5	2014-15
3.	Dr. M.J. Methew Dr. Pradeep Sharma Dr. Leena Bhatia	Commercial Law	RBSA Publishers	978-81-7611-738-8	2015
4.	Dr. M.J. Methew Dr. Pradeep Sharma Dr. Leena Bhatia	Company Law and Secretarial Practice	RBSA Publishers	978-81-7611-737-1	2015
5.	Dr. M.J. Methew Dr. Pradeep Sharma Dr. Leena Bhatia	Legal Aspects of Indian Business	RBSA Publications	978-81-7611-739-5	2015

6.	Dr. V.K. Gupta Dr. Ashok Sharma Dr. Pradeep Sharma Dr. Mohar Singh Dr. Dileep Singh	Tourism in India : Opportunities and Challenges	Prateeksha Publications Jaipur	978-93-83662-23-4	2015
7.	Dr. Ashok Agarwal Dr. V.K. Gupta Dr. Mohar Singh Dr. Pradeep Sharma Dr. Dileep Singh	New Dimensions of Tourism in India	Prateeksha Publications	978-93-83662-22-7	2015

12. **List of Conference /Seminars /Symposium/ Refresher Courses Organized:** Four National Seminars

13. **List of Conference /Seminars /Symposium/ Refresher Courses Attended:**

S. No.	Title of Conference/ Seminar	Title of the Paper Presented	Month, Year	Organised By
1.	National Seminar on Terrorism, Society and Quality of Life	Role of Personality Development in Quality of Life	3-4 , Oct2010	University of Rajasthan in Association with APCP Association of India
2.	Development of Communication Skills	Resource Person	18 Sept 2009	Department of Adult and Continuing Education, University of Rajasthan, Jaipur
3.	National Seminar in Economics	Taxation Policy and Economic Development	2-3 Oct 2009	Maharaja Mansingh College, Gwalior (M.P)
4.	XXXII All Indian Accounting Conference and international Seminar on Accounting Education and Research	Accounting for Financial Instruments	14-15 Nov 2009	Institute of Commerce and Management, Jiwaji University, Gwalior (M.P)
5.	Motivation and Personality Development	Resource Person	14 Dec 2009	Department of Adult and Continuing Education, University of Rajasthan, Jaipur
6.	National Seminar on Professional Orientation of Business Education	Professional Orientation of Business Education- Some Social & Ethical Issues	23 th Dec 2009	University Commerce College, University of Rajasthan, Jaipur
7.	Motivation and Personality	Resource Person	26 th Dec 2009	Department of Adult and Continuing

	Development			Education, University of Rajasthan, Jaipur
8.	Workshop on BBA Syllabus	Resource Person	11-13 th Jan 2010	University maharani's College, University of Rajasthan, Jaipur
9.	Balancing Life: Workshop on Stress Management	Resource Person	16 th Jan 2010	Department of Adult and Continuing Education, University of Rajasthan, Jaipur
10.	International Seminar on Rural Marketing- The Changing Scenario	Rural Marketing- Some Challenges & Opportunities Ahead	17-18 th Feb 2010	University Commerce College, University of Rajasthan, Jaipur
11.	Personality Development of Youth	Resource Person	24 th Feb 2010	Department of Adult and Continuing Education, University of Rajasthan, Jaipur
12.	National Conference on Expectations & Challenges of Management	Opportunities and Challenges in Today's Business Environment	6-7 th Mar 2010	Arya College of Engineering & IT, Jaipur
13.	National Seminar on Innovations & Reforms Education Methodology	New Dimension of Innovative Education Methodology	28-29 th June 2010	Sneh Teachers Tranning College, Jaipur
14.	National Seminar on MNREGA: Opportunities & Challenges	Social Audit and Transparency: A Critical Review of CAG Report on works of NREGA	8-9 th Jan 2011	University Commerce College, University of Rajasthan, Jaipur
15.	National Conference on Peace Building and Global Civil Society: Challenges, Opportunities and Emerging Futures	Challenges & Opportunities of Globalization in Peace Building	24-25 th Jan 2011	Sanskar Jyoti, Jaipur
16.	National Conference on Emerging issues in Business Management	Ethical Business Practices Some Issues	4- 5 th March 2011	Arya College of Engineering & IT, Jaipur
17.	National Seminar on Emerging Trends in Commerce and Management Education	Changing Scenario in Management Education: Some Issues	12-13 th March 2013	P.G Department of Commerce and Management, Govt. P.G Lead College, Sheopur (M.P)
18.	National Seminar on Role of State in the Social Sector of Economy	Evaluation of the Role of NGO's in the Social Sector of Indian Economy	26-27 th Nov 2011	University Commerce College, University of Rajasthan, Jaipur
19.	64 th All India Commerce Conference	MGNREGA- Transparency and Accountability	13-15 th Dec 2011	Pondicherry University
20.	34 th All India	Corporate Social	17-18 th	Department of

	Accounting Conference & International Seminar on Accounting Education and Research	Responsibility- Some Issues	Dec 2011	Accountancy & Business Statistics, University of Rajasthan & Indian Accounting Association, Jaipur Chapter
21.	National Conference on Accounting Disclosure and Financial Reporting Standards (In Indian Context)	Accounting Disclosure- Some Ethical Issues	10-11 th Feb 2012	Department of Commerce, S.S. Jain Subodh P.G College, Jaipur
22.	National Seminar on MGNAREGA: A Socio-Economic Empowerment Strategy in Rural India	MGNAREGA- Transparency & Accountability (A Critical Evaluation of CAG Report)	30-31 th March 2012	Centre for Local Self Government Studies & Department of Public Administration, University of Rajasthan, Jaipur
23.	National Conference on Human Resource Management: Challenges, Opportunities and their Relevance in Indian Society	Talent Management in India	22-23 th Jan 2013	Faculty of Commerce, S.S. Jain Subodh P.G College, Jaipur
24.	National Conference on Revisiting issues of Women's Security: Womb to Tomb	Women Administration : Strength And Weakness	11-13 th Sep 2013	Pragaya and University Maharani's College, Jaipur
25.	National Conference on Competency Building Strategies for Sustainable Development in Teaching & Research	Analysis of Consumer Needs & Behavior with respect to Retail Stores	30 th Oct 2013	Anurag Group of Institutions, Vekatapur, Ghatkesar, Andharpradesh
26.	12 th International Conference on Global Contemporary Issues, Innovations and Future Challenges in Business, IT and Management	Appraisal of Balance Score Card Techniques in Public Sector Undertaking	5-6 th Jan 2013	Research Development Association and Research Development Research Foundation, Jaipur & Rajasthan Chamber of Commerce & Industry, Rajasthan, Jaipur
27.	National Seminar on Role of Urbanization in the Context of Futuristic Socio-Economic Development	Challenges and Opportunities of Urbanization in Rajasthan	Oct,2013	Shri Khandelwal Vaish P G Girls College, Jaipur
28.	International Conference on "Social	Jaipur Foot- Social Entrepreneurship and its	Jan,2014	S.S. Jain Subodh P.G [Autonomous] College,

	Responsibility in Economics Perspective- A Global Issue”	Best		Jaipur
29.	National Conference on Changing Scenario of Business Management & Finance in India	Face Book Advertising: The Rise of Social Marketing	Jan,2014	S.S. Jain Subodh P.G [Autonomous] College, Jaipur
30.	National Conference on Emerging Computing Technologies in Modern Era	Consumer Satisfaction in PSU’s : Role of Information Technology	Jan,2014	S.S. Jain Subodh P.G [Autonomous] College, Jaipur
31.	National Seminar on Emerging Dimensions of Tourism in India: Opportunities & Challenges	Effect of Celebrity Endorsement in Promotion of Tourism Industry	Feb,2014	University Commerce College, University of Rajasthan, Jaipur
32.	National Seminar on Raise Your Voice Not the Sea Level- Small Island and Climate Change	Impact of Climate Change on Marketing	Jun,2014	Indian Human Ecology Council (CHEC-INDIA), Jaipur
33.	National Seminar on Society, Culture and Globalization in Rajasthan : Opportunities and Challenges	Globalization and Its Impact on Folk Culture	17-18 th Feb 2014	UHC SAP DRSII Deptt. of Sociology, University of Rajasthan Jaipur
34.	National Seminar on Make in India: Opportunities and Challenges	Make in India : Critical Analysis	Jan,2015	University Maharani College, University of Rajasthan, Jaipur
35.	National Conference on Financial Inclusion & Inclusive Growth	Marketing and Rural Development	Dec,2015	Department of EAFM, University of Rajasthan, Jaipur
36.	Orientations Course	28 Days	1998	Academic Staff College, University of Rajasthan, Jaipur
37.	Refreshers Course in Business Studies	21 Days	2010	Academic Staff College, University of Rajasthan, Jaipur
38.	Refreshers Course in Business Management	21 Days	2012	Academic Staff College, University of Rajasthan, Jaipur

14. Paper in Conference Proceeding:

One

1.	Dr. Pradeep Sharma Mr Ashwani Prabhakar	Role of Celebrity Advertising in India	8 th Biyani International Conference		83-87	2013
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15. Membership of Technical Societies / Academic Bodies / National / International Organizations :

1.	Life Member of All India Commerce Association
2.	Life Member of Indian Accounting Association
3.	Life Member of Research Development Association, Jaipur

16. Details of Ph. D Students Supervised:

S. No.	Name of Student	Year of Award	Title of Thesis
1.	Ms Anubhuti Vyas	2012	Evaluation of Balanced Scorecard Technique in Public Sector Oil Companies in India (A Study of oil companies in India)
2.	Mr Ashwani Prabhakar	2015	Role of Celebrities in Advertising (A Comparative Study of Some Selected Products)
3.	Mr Ravi Shankar Meena	2015	Human Resource Development in Banks (A Comparative Study of Bank of Baroda & HDFC Bank)
4.	Ms Deepti Sharma	Submitted 2015	Employee Engagement in Telecom Industry (A Comparative Study of some Public and Private Undertakings)
5.	Mr Yaduveer Yadav	Submitted 2015	A Study of Consumer Preferences in Organized Retailing in Rajasthan