

# Name: - Dr. Neha Verma

**RESUME**

# Professional Education

| Digital Marketing: Applications & Analytics (Executive) | IIM, Lucknow | Pursuing |
| --- | --- | --- |
| Ph. D (Doctor Of Philosophy) | D.Y.Patil University School of Management | Completed (2021) |
| MBA *(Marketing & HR)* | Mody Institute of Technology & Science, Jaipur | CGPA-7.57 (2010) |

**Professional Experience Organization: *GNVS Institute of Management***

**Designation: *Assistant Professor-Marketing (MMS)***

**Duration: *May 2023-till present.***

**Subject: *Marketing Management, Service Marketing, Consumer Behavior, Integrated Marketing Communication.***

# Job Description:

* Syllabus completion, Internal marks submission, Paper correction & External marks submission.
* Mentoring students in their research projects.
* Organizing conferences.

**Organization: *ITM Business School***

**Designation: *Assistant Professor-Marketing (PGDM & Fellowship Program)***

**Duration: *August 2021-April 2023.***

**Subject: *Marketing Management, Sales Management, Service Marketing, Customer Insight & Relationship Management, Integrated Marketing Communication.***

# Job Description:

* Syllabus completion, Internal marks submission, Paper correction & External marks submission.
* Designing course objectives & mapping it with program objectives.
* Mentoring students in their research projects.
* Organizing conferences.
* Organizing Sales Simulation “Business Chaupal”

**Organization: *D.Y.Patil University.***

**Designation: *Visiting Faculty (MBA & BBA), Visiting Faculty (B.Physiotherapy & M.Physiotherapy).***

**Duration: *July 2019-April 2021.***

**Subject: *International Business, International Marketing, Human Resource Mgmt., General Mgmt. & Administration in Hospitals, Logistics & Supply Chain Mgmt., Industrial Law, Business Environment.***

# Job Description:

* Syllabus completion.
* Internal marks submission, Paper correction & External marks submission.
* LMS (Learning Management System) uploads.

**Organization: *M.P.V. Valia College of Commerce & Economics.***

**Designation: *Asst*. *Professor (full time).***

**Duration: *June 2014-April 2015.***

**Subject: *Principles of Management, Human Resource Management, Organisational Behaviour, International Marketing.***

# Job Description:

\*Organize, prepare and revise (as needed) course materials.

\*Ensure content level of course materials in exams have been covered in class.

\*Grade examination papers.

**Organization: *Ghanshyamdas Saraf College of Arts & Commerce.***

**Designation: *Asst*.*Professor (visiting) in BMS.***

**Duration: *June 2013-April 2014* Subject: *Export & Import, E-Commerce.* Job Description:**

\*Organize, prepare and revise (as needed) course materials

\*Ensure content level of course materials in exams have been covered in class

\*Design, administer and grade examination papers

**Organization: *Cinepolis India Pvt. Ltd.* Designation: *HR Coordinator* Duration: *August 2010- Feb 2013***

# Job Description:

* Handling the payroll & compliance matter related to employees like ESIC, PF etc.
* End-to-end recruitment.
* Coordinating with the General Manager – HR.
* Assisting in separation process.

# Research Paper Publication

* + Two paper publication in ABDC Category.
  + Four paper publication in UGC CARE Listed Journal.
  + One paper publication in WEB OF SCIENCE Journal.
  + One paper publication in Peer reviewed journal.

# Book Author

* + One Case book “*A treasure of mini–Marketing Cases”* by Himalaya Publication.

# Achievements

* + Appointed as Co-guide in JJTU.
  + Two best research paper certificates.

# Academics

* + Graduation (2008) - Patna Women’s College- 80%.
  + 12th (2005)- CBSE- 64.2%
  + 10th (2003)- CBSE- 73%
  + Basic knowledge of windows, Excel, Ms-word, Internet.

# Personal Information

Date of Birth: 04/11/1987

Gender: Female

Nationality: Indian

Marital status: Married Language Proficiency: English, Hindi Mobile No.: 9619433422

Address: Mumbai

I hereby declare that all the above given information is true as per my knowledge. Place: - Mumbai Neha Verma