



महात्मा ज्योतिबा फुले
कृषिविद्यालय, बरेली

Faculty Profile on University Website

www.mjpru.ac.in

Title	Dr.	First Name	VARSHA	Last Name	Photograph
Designation	Assistant Professor (Contract)				
Department	Department Of Business Administration MJPRU, Bareilly				
Address (Campus) (Residence)	Department Of Business Administration MJPRU ,Bareilly Bareilly				
Phone No (Campus) (Residence)					
Mobile	8979747906				
Fax					
Email	vrsh04@gmail.com				
Web-Page					
Educational Qualifications (Graduation Onwards)					
Course/Degree	Institution	Year	Details/Thesis Topic/Subjects		
MBA (MARKETING)	MJPRU	2010	Marketing		
M.COM	Bareilly College Bareilly	2017	Commerce		
P.hD	IFTM University Moradabad	2024	Management		
Career Profile					
Organization / Institution	Designation	Duration	Role		
MJPRU BAREILLY	Guest Faculty	12 YEARS	Teaching		
Research Interests / Specialization					
Marketing					
Teaching Experience (Subjects/Courses Taught)					
Financial Accounting, Accounting For Decision Making, Project Management, Marketing Management, Sales and Distribution Management, Book Keeping and Accounting, Retailing,					
Honors & Awards					
Publications /Academic Activities (Numbers Only)					
Books & Monographs (Single Author)	Research Papers Published in International Journals	Papers Presented in Seminars/ Conferences	07	Seminars/ Conferences Organized	Research Projects (Completed)
Books (Co-authored)	Research Papers Published in	Seminar/ Conferences Attended	15	Workshops Organized	Research Projects (Ongoing)

		Other Journals					
Books (Edited)		Articles Published in Popular Fora, e.g., Websites, Blogs, Newspapers, Magazines etc.	Sessions Chaired in Seminars/ Conferences		Membersh ip of Academic/ Profession al Bodies	Foreign Countries Visited for Academic Assignmen ts	
Chapters in Edited Books			Resource Lectures Delivered				

Details of Publications /Academic Activities (2010 Onwards)

(a) Books / Monographs

<u>Year of Publication</u>	<u>Title</u>	<u>Publisher</u>	<u>ISBN</u>	<u>Co-Author (s) (if any)</u>

(b) Papers Published in Indexed/ Peer Reviewed Journals

<u>Year of Publication</u>	<u>Title</u>	<u>Journal</u>	<u>ISSN/ Indexing</u>	<u>Co-Author (s) (if any)</u>

(c) Articles

--

(d) Seminar/Conference Presentations

- Presented a research paper entitled “Challenges for Effective Leadership” in National Seminar on Effective Leadership in Dynamic Business Scenario, 13-14 Nov 2011 organized by Department of Business Administration MJPR Rohilkhand University, Bareilly.
- Participated & contributed on Topic ‘Managerial Application in Economic Development’ in National Seminar held on 7-8 Feb, 2014 on Climate change Environment and Economic Development , organized by Department of Humanities, Faculty of Engg & Technology ,MJPR University, Bareilly & financed by World Bank project TEQIP.
- Presented research paper entitled ‘Case Study Method of Teaching in Management Education’ in National Seminar on "How to Become an Effective Management Teacher" organized by Department of Business Administration Faculty of Management, MJPR university Bareilly held on 29-30 March,2014.
- Participated in International Conference on “Women Empowerment in the World “held on 26-27 Dec 2020.
- Presented a research paper entitled “Impact of Visual Merchandising on Impulse Buying Behaviour of Customers towards Food Stuff” in 5 Multidisciplinary International Conference on “Entrepreneurship Development and Employees Opportunities” held on 13-14 Jan 2021.
- Presented a research paper entitled “Impact of Covid-19 on retail Sector and Key Learning’s for the Future in One day National Seminar on Strategies for Survival & Success of Organizations in Pandemic Period organized by M.J.P Rohilkhand University Bareilly on 26 March, 2022.
- Presented a research paper entitled “Government Policies to Promote Women Entrepreneurship in India” in One day National Seminar on Entrepreneurship

<p>Development: The Road to Five Trillion Economy organized by M.J.P Rohilkhand University Bareilly on 24 March, 2023.</p> <ul style="list-style-type: none"> Presented a research paper entitled “Artificial Intelligence in Marketing Applications” in International Conference on Embracing Artificial Intelligence for Sustainability & Life Skills” organize by Faculty of Management MJP Rohilkhand University Bareilly jointly in Academic Partnership with Norbuling Rigter College Royal University of Bhutan on 23-27 August, 2024.
<u>(e) Resource Lectures Delivered</u>
<u>(f) Seminars/Conferences/Workshops Organized</u>
<u>(g) Public Service / University Service / Consulting Activity</u>
<u>(h) Memberships of Academic/Professional Bodies</u>
Projects (With Title, Year, Grants, Funding Agency and Collaborations)
Administrative Positions/Assignments Held
Academic Foreign Visits
Any Other Details

Signature of Faculty Member
(in Hard Copy Only)

Note: Please submit this file to E-mail ID: rkg@mjpru.ac.in through your own E-mail ID.