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)	Department Of Business Administration MJPRU ,Bareilly
(Residence)	Bareilly
Phone No (Campus)	
(Residence)	897747906
Mobile	
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	13 YEARS	Teaching
MJPRU BAREILLY	Assistant Professor (Contract)	2 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, Project Management
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 Other Journals**		**Seminar/ Conferences Attended**	17	**Workshops Organized**		**Research Projects (Ongoing)**	
Books (Edited)		**Articles Published in Popular Fora, e.g., Websites, Blogs, Newspapers, Magazines etc.**		**Sessions Chaired in Seminars/ Conferences**		**Membership of Academic/ Professional Bodies**		**Foreign Countries Visited for Academic Assignments**	
Chapters in Edited Books				**Resource Lectures Delivered**					

Details of Publications /Academic Activities (2010 Onwards)

(a) Books / Monographs

Year of Publication	Title	Publisher	ISBN	Co-Author (s) (if any)

(b) Papers Published in Indexed/ Peer Reviewed Journals

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

(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 MJP 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 "Government Policies to Promote Women Entrepreneurship in India" in One day National Seminar on Entrepreneurship Development: The Road to Five Trillion Economy organized by M.J.P Rohilkhand University Bareilly on 24 March, 2023.

*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.

(e) Resource Lectures Delivered

(f) Seminars/Conferences/Workshops Organized

(g) Public Service / University Service / Consulting Activity

(h) Memberships of Academic/Professional Bodies
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.