




Faculty Profile on University Website

www.mjpru.ac.in

Title	Prof./Dr./Mr./Ms.	First Name	VARSHA	Last Name		Photograph
Designation		GUEST FACULTY				
Department		DEPARTMENT OF BUSINESS ADMINISTRATION				
Address		DBA, MJP ROHILKHAND UNIVERSITY BAREILLY				
(Campus)						
(Residence)		PASHU PATI VIHAR OPP TO MJPRU 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	MJP ROHILKHAND UNIVERSITY BAREILLY	2010	MARKETING			
M.COM	BAREILLY COLLEGE BAREILLY	2017				
P.hd (Pursuing)	IFTM UNIVERSITY MORADABAD		MANAGEMENT			
Career Profile						
Organization / Institution	Designation	Duration	Role			
MJP ROHILKHAND UNIVERSITY	GUEST FACULTY	9 years				
Research Interests / Specialization						
Teaching Experience (Subjects/Courses Taught)						
FINANCIAL ACCOUNTING, COST ACCOUNTING, MARKETING MANAGEMENT						
Honors & Awards						
Publications / Academic Activities (Numbers Only)						
Books & Monographs (Single Author)	Research Papers Published in International Journals	Papers Presented in Seminars/ Conferences	03	Seminars/ Conferences Organized		Research Projects (Completed)
Books (Co-authored)	Research Papers Published in Other Journals	Seminar/ Conferences Attended	05	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)				
<u>(a) Books / Monographs</u>				
<u>Year of Publication</u>	<u>Title</u>	<u>Publisher</u>	<u>ISBN</u>	<u>Co-Author (s) (if any)</u>
<u>(b) Papers Published in Indexed/ Peer Reviewed Journals</u>				
<u>Year of Publication</u>	<u>Title</u>	<u>Journal</u>	<u>ISSN/ Indexing</u>	<u>Co-Author (s) (if any)</u>
<u>(c) Articles</u>				
<u>(d) Seminar/Conference Presentations</u>				
<ul style="list-style-type: none"> 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. 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. 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. 				
<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				

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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.