

PERSONAL PROFILE

Name : **Dr. Swati Agarwal**
DOB : 16/03/1980
University ID / Date of Joining : 12/08/2017
Department (MBA & BBA.) : MBA & BBA
Branch : MBA & BBA
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QUALIFICATIONS

Ph.D. (Year / University / Topic) : **2008** Awarded/ "Impact of Job Satisfaction On the Productivity Of Workers-A Case Study Of Daurala Sugar Works & Dabur India Limited."/CCS University, Meerut
M. Tech. / MBA : MBA
B. Sc. / BBA / B. Tech. : B.Sc
12th Division / Year / Board : First/1997/UP Board
10th Division / Year / Board : First/1995/UP Board

ADDITIONAL QUALIFICATIONS

PG Diploma / Any) : Diploma in Export Management

RESEARCH PUBLICATIONS

In Journal (*Indian*)

- Paper published in Journal of IPEM (ISO Certified Institute) vol.6 no. 1 ISSN 0974-8903 page nos. 75-77 on Enhancing Creativity & Talent at Work (Role of Learning Organization) .
- Paper published in the Compendium of IME Sahibabad-Effective Management: Emerging Issues and Future Prospects on Managing Talent: Challenges for Indian Corporate, March 2011 issue (ISBN: 978-81-89547-94-3).
- Paper published in Masterstroke issue-July-Sep-2011 (The Journal of Master School of Management) vol.8 no.3, ISSN 0972-9895 page nos.22-24 on "Intelligentsia Accelerates Knowledge Based Economy".
- Paper published in Masterstroke issue-Oct-Dec-2010 (The Journal of Master School of Management) vol.7 no.4 ISSN 0972-9895 page nos.5-6 on "Responsive learning in corporate organization".

- Paper published in Masterstroke issue Oct.-Dec. 09 (The Journal of Master School of Management) vol.6 no. 4 ISSN 0972-9895 page nos.8-10, on Strategies for Branding: Rural Perspective.
- Paper published on “Rural Retail and Challenges for Marketing” in GIBS (Global Information and Business Strategies) ISBN No. - 9789352675449 Article No. 7, page nos.55-59
- Paper published in the journal of Impact of Globalization on Indian Economy on the topic- “Globalization in Indian Banking system” in the journal Published by DN, College Meerut, and ISBN No. – 81-7487-794-0, page nos.110-113
- Abstract published in Souvenir of UGC sponsored National Seminar organized by Department of Economics, Meerut College Meerut on “Global Melt Down and its Impact on Indian Economy.
- Abstract published in Souvenir of National Seminar at IIMT Aligarh on “Strategies for Retail Branding in Rural Indian Environment”.
- Abstract published in Souvenir of the National Seminar organized by BIT, Meerut on “Rural Marketing in India: Myths and Realities”.
- Abstract published in Souvenir of the National Seminar on “Managing Individuals at Work Place at IIMT Meerut, (ISO 9001:2008 Certified College).

In Journal (*International*)

- Paper published in International Journal of Trade & Commerce IIARTC (Double Blind Peer Reviewed/Referred & Internationally Indexed Journal of Social Science & Humanities); issn-2277-58 II (PRINT) & ISSN-2278-90651 (Online), Volume XI/Number-I/Jan-June 2022,Page nos.(70-80)
- Paper published in International Journal of Advance Research in Commerce & Management, December 2015 ISSN 2395-0749 Volume 1, Issue 4): page nos. 85-89 on “Role of CSR IN Building Positive Perception about the Ecological products and its marketing.
- Paper published in International Journal of Advance Research Commerce & Management, June 2015:1(2), page nos. 62-66 on “Innovation Driven Retail Industry: Challenges & Opportunities for Rural Management Research.
- Paper published in International Journal of Education and science Research Review vol.1, April-2014, Issue-2, ISSN 2348-6457 page nos. 186-192 on Green Marketing In India in 21st century-Role And Opportunities .
- Paper published in International Journal of Engineering Research Journal vol.2, Issue-2, April-2014 ISSN 2348-4039 page nos. 344-348 on Green Marketing-A Case Study of Awareness about Eco-Friendly Products in Indian Consumers.
- Paper published in International Journal of Management Research Review vol.2, October-2012, Issue-10, ISSN 2249-7196 ,Article nos.-17/1859-1863 on “Green Marketing –A New Dimension to Indian Consumers

Conferences:

- Attended one day National Conference on “Quality Enhancement in the Indian Education System: Role of NEP-2020 organises by Km. Mayawati Govt. Girls’PG.College Badalpur,G.B Nagar, UP on 28TH July,2022

- Attended E-Conference organized by Institute of Business Studies, SCRIET, CCSU Meerut on “ Career awareness n Management” held on 14th to 17th May, 2020
- Attended National Conference on “Emerging Issues In Marketing: Opportunities and Threats” Organized by Centre For Management Development, Modinagar on 8th Feb, 2013
- Paper presented in the National Conference on “Effective Management: Emerging Issues and Future Prospects “NCEM-2011” organized by Institute of Management Education, Sahibabad on 26th March, 2011
- Paper presented in National Seminar on “Strategies for Retail Branding in Rural Indian Environment at IIMT Aligarh on 30th & 31st January 2011

Seminars:

- Attended a National seminar organized by Institute of Legal Studies, Studies CCSU Campus, Meerut on “Women Wellness: Opportunities and Challenges” In collaboration with National Commission for Women”, India, New Delhi 7th April, 2018
- Paper contributed in the Journal of IPEM Vol.6, Issue 1(January –June, 2012) on “Enhancing Creativity & Talent at Work (Role of Learning Organization).
- Paper presented in the National Seminar on “Talent Management-A Global Era Opportunity and Challenge for Indian Corporate” organized by IIMT Engineering College, Meerut on 25th & 26th November, 2011.
- Paper presented in UGC sponsored National Seminar on “Global Melt Down and its Impact on Indian Economy at Department of Economics, Meerut College Meerut, Meerut, on 13th & 14th March, 2011.
- Paper presented in the National Seminar on “Impact of Globalization on Indian Economy” organized by Faculty of Commerce & Business Administration by D.N. College, Meerut, on 05th & 6th Feb 2011
- Paper presented in the National Seminar on “Building Strong Knowledge Based Economy: Role of Intelligentsia” organized by IIMT Engineering College, Meerut on 13th April, 2010
- Paper presented in absentia in the National Seminar on “Globalization of Indian Banking System” organized by IIMT Engineering College, Meerut on 13th April, 2010
- Paper presented in National Seminar on “Managing Individuals at Work Place at IIMT Meerut ,(ISO 9001:2008 Certified College) on 20th February 2010
- Paper presented in the National Seminar on “Building Strong Knowledge Based Economy Role of Intelligentsia at Vidya Institute of Training and Development , 07th August 2009
- Paper presented in the National Seminar on “Indian banking – A New Vision, organized by Deptt. of Economics, DAV College Malout Punjab, on 18th 19th September 2009
- Paper presented in the National Seminar on “Impact of Global Melt Down on Business organized by BIT Meerut on 18th 19th September 2009
- Paper presented on “Key Marketing Strategies In the 21st Century”, in the National Seminar on “Innovative Approaches to Marketing: Turn Customers into Raving Fans” organized by ITS Institute of Management, Greater Noida, held on 21st March ,2009.
- Participated in the seminar on “Development of Corporations in India and Investment Issues” on March 27, **2010** organised by CCS University, Meerut and Institute of Company Secretaries of India, New Delhi (Seminar sponsored by the Ministry of Corporate Affairs, Govt. of India.)
- Attended a National seminar organized by Shri Ram College of Management Muzaffarnagar, on “Industrial Development: Emerging Trends 7 Contemporary Issues” sponsored by Indian Industries Association Muzaffarnagar, from 26th to 28th March, 2009

- Paper presented in absentia the National Seminar on “Building and Sustaining Competitiveness in the Global Era: Opportunities and Challenges for Indian Corporates” held on October 19-20,2008, at AMITY Business School Manesar Gurgaon.
- Paper presented in the National Seminar on “Rural Marketing in India: Myths and Realities” at BIT, Meerut, on 5th&6th September 2008
- Paper presented in the National Seminar on “Challenges of Growing Economy :Indian Scenario” at PIM Dewas on October 18-19,2008
- Paper presented in the National Seminar(AICTE approved) on “Managing Workplace Diversity by using Strategic HR” at IIMT Meerut

Webinars

- Attended a Webinar organized by MIET Business School, Meerut on “Research Design” held on 10th June, 2020
- Attended a Webinar organized by Vivek College of Education, Bijnor on “Values and Teaching Learning in Higher Education: Current Practices and Prospects” held on 2nd June, 2020
- Attended a Webinar organized by Vivek College of Ayurvedic Sciences & Hospital , Bijnor on “Scope & Prospects of Ayurveda in meeting the Challenges of COVID-19 Outbreak” held on 14th June, 2020
- Attended a National Webinar organized by Department of Economics and Commerce of NAS (PG) College, Meerut on “Impact of COVID-19 on Indian Economy” held on 7th May, 2020
- Attended a Webinar organized by Department of Business Studies of Vivek College, Bijnor on “Career Opportunities and Challenges after COVID-19” held on 28th May, 2020
- Attended a Webinar organized by School of Arts, Science and Commerce and Internal Quality assurance Cell (IQAC), Rai University, Ahmedabad, Gujarat on Challenges of Working From Home-2020” held on 12th June,2020
- Attended a Webinar organized by Maharishi Markandeshwar University, Kumarhatti, Distt. Solan (H.P.) in Association with” Association of Mutual Funds in India” (AMFI) on “Strategy for Managing Personal Finance Including Mutual Funds during & after COVID-19” held on 29th July 2020
- Attended a National webinar organized by Teerthanker Mahaveer Institute of Management & Technology (TMIMT),, Moradabad on “Future of International Business in India: Opportunities and Challenges”, In association with Export Promotion Council for Handicrafts (EPCH) on 14th October 2020

FDPs

- Participated in one day FDP on “Developing Ecosystem for Innovation and entrepreneurship ” held on 3rd September 2022 ,organized by Start Up Cell and Incubation Centre (SCIC), CCS University Meerut, UP in association with Samarthan to srijan Pvt. Ltd.,Gurugram.
- Participated in 18 days FDP on “Research Methodology and Data Analytics in Social Sciences and Humanities ” held from 26th February -15th March 2022 ,organized by Manyawar Kanshi Ram Shodh Peeth, CCS University Meerut, UP in association with The Indian economic Association.
- Participated in FIVE days FDP on “Leveraging the Power of Teaching Pedagogy : Through Case Study method” held from 20th-25th June 2022 ,organized by Faculty of Management Studies (FMS) at SRM IST,Delhi-NCR Campus,Ghaziabad.
- Participated in FDP on “Research Methodology in Management” held on 5th February, 2011 at Vidya Institute of Training & Development.
- Participated in two days FDP cum Training Programme on “Developing and teaching of Business Cases for Management Teachers” held on 27th-28thDecember 2011 at Vidya Institute of Training & Development.
- Attended a Faculty Development Program organized by Dewan Institute of Management Studies (AICTE sponsored) on “Impact of Moral Values, Ethics & Behavioral Sciences on Attitudinal Development of The Professionals” from 17th January -30th January 2020
- Attended online Faculty Development Program organized by Department of Science, St. Joseph’s College of Engineering, Tamil Nadu on “Recent Trends in material Frontiers” held on 29th May and 30th May 2020
- Attended 14 days Faculty Development Program organized by Manyawar Kanshi Ram Shodh Peeth CCS University, Meerut (UP),India in association with The Indian Economic Association on “Research Methodology and Data Analysis in Social Sciences and Humanities” held on 26th February to 15th March 2022

MDPs MDP attended on “Sales Management”at IPM Meerut on 31st May 2008.

Workshops

- Attended two days **Workshop on “NSO data”**, conducted by Deptt. Of Economics,CCS university, Meerut (UP) from 28th April 2022 to 29th December 2022
- Attended one day **National Workshop on “NAAC & SSR The Format, Structure and Process”**, conducted by IQAC, HNB Govt. PG College, Naini, Prayagraj UP on 9th July,2022
- Attended a **Workshop on “Research Methodology In Interdisciplinary”**, conducted by Ismail National Mahila (PG) College, Meerut (UP) from 18th December 2019 to 24th December 2019
- Attended a **“Workshop on E-Learning”** conducted by Mr. Aseet P. Malik, Consultant, M. B. Solutions Ltd., held on September 06, 2005 at CMD, Modinagar
- Attended a **Workshop on “Linux Operating System” (Novell Linux Desktop)**, conducted by Mr. Anand Srivats, Technical Consultant, Onward Novell Software, on 16.08.2005.

Training Programs

- Attended Training Programme on National Intellectual Property right awareness Mission organized by Government of India, Ministry of Commerce and Industry Department of

promotion of Industry and Internal trade Office of the Controller General of patents, Design and Trade Marks on May 30, 2022

- Attended Faculty Development Program cum Training Programme on Developing & Teaching of Business Cases for Management Teachers organized by Vidya School Of Business on 22nd November, 2014
- **Coordinator** Deputy Coordinator BBA

Member of any Administrative Committee

- Women Cell
- Appointed on Polling duty for the University Campus students Union Election -2017-2018
- Admission Cell
- Examination Cell
- PDP Cell / Placement Cell
- Grievance Cell

Extracurricular Activity Cell and other

Member of auditorium committee for the 31st Convocation held on 30th November 2019

Member of auditorium committee for the 29th Convocation held on 17th November 2017

Question Paper Setter

- Paper setter for *MBA/B.Tech* (CCS University, Meerut).
- Paper setter for *MBA/BBA/B.Tech* (Rama University, Kanpur).

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SWATI AGARWAL