

# Curriculum Vitae

<b>1. <u>Personal Details</u></b>		
<b>(i)</b>	Name	<b>Deepika Mehrotra</b>
<b>(ii)</b>	Father's Name	<b>Y. N. Mehrotra</b>
<b>(iii)</b>	Date of Birth	<b>21/06/1982</b>
<b>(iv)</b>	Address for Communication	<b>202 Elite Saket Apartment, 103 S.V. Saket Nagar, Indore (M.P.) 452001</b>
<b>(v)</b>	Permanent Address	<b>Same as above</b>
<b>(vi)</b>	Contact Details	<b>9827055959</b>
<b>(viii)</b>	Nationality/Religion	<b>Indian</b>



<b>2. <u>Educational Qualifications</u></b>					
No.	Degree	Year	University/Institute	Division	Specialization
1.	Ph. D. (Pursueing)	2022	Shri Vaishnav Vidyapeeth Vishwavidyalaya	Pursueing	Marketing
2.	M.B.A.	2011	Amity University, Noida	First	Finance + International Business
3.	M.A (Media)	2008	University of the West of England, UK	Second	Animation
4.	B.A. (Hons.) BA	2004	De Montfort University	Second	Marketing
5.	Advance Diploma in Web Designing and Multimedia	2001- 2005 (part- time)	RCA Digital Academy, Indore, India.	First	Multimedia and Animation

<b>3.</b>	<b><u>Present Position Held</u></b>	Assistant Professor Department of Management Studies Shri G. S. Institute of Technology and Science, Indore
<b>4.</b>	<b><u>Career History and Profile of Work Experience:</u></b>	
<b>(a)</b>	Academic / Teaching Experience and subjects taught:	
<b>(i)</b>	<b>Research Associate (Aug 2021- August 2022)</b> Prestige Institute of Management and Research, Indore	

(ii)	<b>Adhoc Faculty</b> (January 2020- April 2020) Prestige Institute of Management and Research, Indore
(iii)	<b>Visiting Faculty</b> (July 2018- June 2021) Prestige Institute of Management and Research, Indore <b>Subjects Taken at PIMR in MBA</b> <ul style="list-style-type: none"> <li>• Copy and Content Writing (Creative Writing)</li> <li>• Advertising Design Principles (Commercial Design)</li> <li>• Computer Graphics</li> <li>• Fundamentals of Management</li> <li>• Advertising and Sales Promotion</li> <li>• Multimedia Applications</li> <li>• Consumer Behaviour and Sales Management</li> <li>• Search Engine Marketing</li> </ul>
(c)	<b><u>Relevant Administrative Experience</u></b>
(i)	Asst. Administrator at PROTON Business School, Indore. (June 2011- Nov 2012)
(ii)	Administrator at Institute of Environmental Planning and Technology, Indore, (IEPT) (July 2004 -June 2006) & (March 2008 – August 2009)
(d)	<b><u>Other Academic cum Administrative Experiences and Positions Held</u></b>
(i)	<u>Professional Writing Experience</u> <ul style="list-style-type: none"> <li>• ViralCraft Digital Media Pvt. Ltd: (Nov 2012 – Nov 2017) Worked as a Freelance Content Writer for a Gurgaon-based micro-content application</li> <li>• GrowthPlug Inc., California, USA: (November 2017- June 2018) Worked as a Freelance Content Developer with US based company</li> </ul>

## 5. Research Experience

### Area of Research Interest:

Marketing, Artificial Intelligence, Sustainable Finance, Green Marketing, ESG, International Business and Trade

(a)	<b><u>Post Graduates/Ph. D. Scholar Guidance</u></b>
	<ul style="list-style-type: none"> <li>• <b><u>Ph.D. Underprocess:</u></b></li> <li>• <b><u>P.G. Dissertation Guidance</u></b></li> <li>• <b><u>Research Projects</u></b></li> <li>• <b><u>Technical Papers Publications</u></b></li> </ul>
(b)	<b><u>International and National Journals</u></b>
	<u>Case-Study</u> being published in – The South Asian Journal of Management (SAJM) <b><i>“Strategizing for Premium Positioning: A Case of Hotel Grandeur”</i></b>

6. <u>Awards/ Honours / Special Achievements</u>	

7. <u>List of Seminars / Workshops/ FDPs Attended</u>	
(i)	40 <sup>th</sup> National Case writing Workshop at PIMR, Indore – Jan 2019
(ii)	41 <sup>st</sup> National Case Writing Workshop at PIMR, Indore– June 2019
(iii)	42 <sup>nd</sup> National Case writing Workshop at PIMR, Indore - Jan 2020
(iv)	XIV International Conference at PIMR, Indore– Jan 2020
(v)	Doctoral Workshop Certificate at PIMR, Indore– Jan 2020
(vi)	National Workshop on Quality Enhancement Practices in Course Curriculum Design & Development held at PIMR, Indore - June 2019
(vii)	Attended 1-week <b>Multi-Disciplinary Faculty Development Program</b> organised by PIMR, Indore from December 9-15, 2021.
(viii)	Attended 1-week FDP on “ <b>Research Methodology in Management, Commerce and Humanities</b> ” organised by DCBM, Indore, Research Foundation of India and JHERF on 26 <sup>th</sup> August to 1 <sup>st</sup> September, 2021.
(ix)	Attended 4-day Online Elementary FDP on “ <b>Research Methodology and Data Analysis using SPSS and Tableau</b> ” organised by AICTE Training and Learning (ATAL) Academy at IES Management College and Research Centre on 14-18 February, 2022.
(x)	Attended 5-day Online Elementary FDP on " <b>Social Enterprise Management</b> " organised by AICTE Training and Learning (ATAL) Academy from 23-27 October, 2021 at Institute of Management Studies, Banaras Hindu University.
(xi)	Attended 5-day Online Elementary FDP on " <b>Protection and Management of Indian Heritage Assets: Key Aspects and Challenges</b> " organised by AICTE Training and Learning (ATAL) Academy, from 8-12 November, 2021, at Department of Tourism & Hospitality Management, Mizoram University.

**Ms. Deepika Mehrotra**  
**Assistant Professor**  
**SGSITS, Indore**