


# Curriculum Vitae

| <b>1. <u>Personal Details</u></b> |                           |                             | Paste Your<br>Photograph here   |
|-----------------------------------|---------------------------|-----------------------------|---|
| <b>(i)</b>                        | Name                      | <b>Dr. Shweta Choudhary</b> |  |
| <b>(ii)</b>                       | Father's Name             | Subhash Choudhary           |   |
| <b>(iii)</b>                      | Date of Birth             | 11 July 1980                |   |
| <b>(iv)</b>                       | Address for Communication | Mahalaxmi Nagar, Indore     |   |
| <b>(v)</b>                        | Permanent Address         | Mahalaxmi Nagar, Indore     |   |
| <b>(vi)</b>                       | Contact Details           | 9713200001                  |   |
| <b>(viii)</b>                     | Nationality/Religion      | Indian                      |   |

| <b>2. <u>Educational Qualifications</u></b>  |        |      |                      |          |                |
|--|--------|------|----------------------|----------|----------------|
| No.  | Degree | Year | University/Institute | Division | Specialization |
| 1.   | Ph. D. | 2014 | DAVV                 | I        | Marketing      |
| 2.   | M.BA.  | 2005 | DAVV                 | I        | Marketing      |
| 3.   | B.Com. | 2002 | DAVV                 | I        | Commerce       |
| 4.   |        |      |                      |          |                |
| <b>PhD/M.Tech. Dissertation Title:</b> ‘A study of the factors affecting the choice of private label branding with special reference to apparels in Madhya Pradesh.’ |        |      |                      |          |                |

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| <b>3.</b> | <b><u>Present Position Held</u></b> | Assistant Professor<br>Department of Management Studies<br>Shri G. S. Institute of Technology and Science, Indore |
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| <b>4. <u>Career History and Profile of Work Experience:</u></b> |  |
|---|--|
| (a)   | Academic / Teaching Experience and subjects taught : Associated with Department of Management Studies, SGSITS since 2013, managing several academic and administrative responsibilities. Subjects taken are- |
| (i)   | Digital Marketing  |
| (ii)  | Strategic Brand Management   |
| (iii)   | Consumer Behaviour   |
| (iv)  | Service Marketing  |
| (v)   | Managerial Economics   |
| <b>(b)</b>  | <b><u>Other Academic Experiences and positions/responsibilities held</u></b>   |
| (i)   | Departmental Coordinator of Spoken Tutorial Club   |
| (ii)  | Editor and Coordinator of Departmental Magazine  |

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| (iii) | Coordinator of Department's cultural club- Daksh                               |
| (iv)  | MRP Coordinator  |
| (v)   | Counselling and document verification of new admission                         |
| (vi)  | Member in DPRC and DPAQIC  |
| (c)   | <b><u>Relevant Administrative Experience</u></b>                               |
| (i)   | MBA II Year coordinator  |
| (ii)  | Faculty coordinator- Departmental Classroom management                         |
| (d)   | <b><u>Other Academic cum Administrative Experiences and Positions Held</u></b> |
| (i)   | STP Internal Viva Scheduling   |
| (ii)  | External Viva Coordinator  |

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| <b>5. <u>Research Experience</u></b> |   |
|                                      | <u>Area of Research Interest:</u> Consumer Behaviour, Branding, Digital Marketing |

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|------|---|
| (a)  | <b><u>Post Graduates/Ph. D. Scholar Guidance</u></b>  |
| (I)  | <b><u>Ph.D. Completed and Awarded</u></b>   |
| (i)  | Name :<br>Title of Research work :<br><br>Status :  |
|      |   |
| (II) | <b><u>Ph.D. Underprocess</u></b>  |
| (i)  | Name :<br>Title of research work :<br><br>Status :  |
| (b)  | <b><u>P.G. Dissertation Guidance</u></b> – Guided 51 Major research projects of students from 2013 to 2022.   |
|      |   |
| (c)  | <b><u>Research Projects</u></b>   |
| (d)  | <b><u>Technical Papers Publications</u></b>   |
| (I)  | <b><u>International and National Journals</u></b>   |
| (i)  | Dr. Geeta Nema 1, Dr. Shweta Choudhary , Green Marketing adopted by Corporate World, International LNCT Management Research Journal ISSN: 2320-9658, Vol (2) 2015 |

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|------------|---|
| (ii)       | Dr. Shweta Choudhary, Study of consumer preference towards Multigrain Atta with special reference to India, International Journal of Multidisciplinary Educational Research, ISSN: 2277-7881, Volume 3 (8) 2014.            |
| (iii)      | Dr. Shweta Choudhary, Organised retailing- the pathway in India, International Journal of Research in Engineering, IT & Social Science(ISSN 2250-0588), Vol. 4(8) 2014.   |
| (iv)       | Dr. Shweta Choudhary, Food Industry in the age of health awareness with special reference to India, International Journal of Multidisciplinary Educational Research ISSN: 2277-7881, Vol.3(8) 2014.                         |
| (v)        | Dr. Shweta Choudhary, Analytical study on the proliferation of tourism industry in India, International Journal of Research in Engineering, IT & Social Sciences ISSN: 2250-0588, Vol 4(9) 2014                             |
| (vi)       | Dr. Geeta Nema, Dr. Shweta Choudhary, A Distinguishing Tactic in Service Sector - Sensory Branding, ZENITH International Journal of Business Economics & Management Research ISSN: 2249-8826, Vol 4 (8) 2014.               |
|            | .   |
| <b>(a)</b> | <b><u>Technical Papers –International /National Conferences</u></b>   |
| (i)        | Dr. Shweta Choudhary 1, Dr. Geeta Nema 2, Effect of Juncture on Consumer Brand Preference,10 <sup>th</sup> Conference – CERE’19   |
| (ii)       | Dr. Shweta Choudhary 1, Dr. Geeta Nema 2, Enhancing Global competitiveness in FMCG sector through Creativity and Innovation, Global competition and competitiveness of Indian Corporate, National Conference- IIM Kozhikode |
| (iii)      | Dr.Geeta Nema, Dr. Shweta Choudhary, Advertising: The Magic of Intellectual Revolution, Millennium Development Goals: Challenges and Perspectives, National Conference- Vaishnav Institute of Mgmt.                         |
| (i)        |   |
| <b>(b)</b> | <b><u>Member of Editorial Board :</u></b>   |

| <b>6. <u>Awards/ Honours / Special Achievements</u></b> |  |
|---|--|
| (i)   | Book Publication- "Private Label Brands-Staying above Water-Madhya Pradesh", ISBN: 978-1-312-85883-1, Laxmi book Publication, Maharashtra. |
| (ii)  | NPTEL Marketing Research and Analysis (IIT, Roorkee) 8week course- 89%   |
| (iii)   | NPTEL Marketing Management (IIM, Bangalore) – 89%  |
| (iv)  | NPTEL Service Marketing: A practicalApproach (IIT, Kharagpur), (Rank in Top 1% at national level) - 87%                                    |

|     |   |
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| (v) | NPTEL Marketing Management II (IIT, Kanpur) – 81% |
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**7. Membership of Professional Societies**

**8. Testing and Consultancy Projects undertaken**

**9. List of Conference/Workshops Organized**

|       |  |
|-------|--|
| (i)   | Convenor of Short Term Training Program on Research Methodology, 26 <sup>th</sup> June2018- 30 <sup>th</sup> June2018, SGSITS, |
| (ii)  | Convener of Departmental Club- Daksh in Annual Fest AAYAM’17, 10 <sup>th</sup> March- 11 <sup>th</sup> March 2017              |
| (iii) | Soft- Skills workshop 4 <sup>th</sup> March 2017   |
| (iv)  | Karya Kushalta Aur Dakshta Vikas, 15 <sup>th</sup> June 2016   |

**10. List of Seminars / Workshops/Summer/Winter Courses Attended**

|       |  |
|-------|--|
| (i)   | Intellectual Property Rights, 2017   |
| (ii)  | Use of ICT (Information and Communication Technology) in Education for Online and Blended Learning, 2016 |
| (iii) | Environmental Studies, 2015  |
| (iv)  | Environmental Friendly Alternatives in Chemical Processes & Industries, 2014                             |

**11. Invited Lectures/Talks Delivered**

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|-------|--|
| (i)   | Resource Person at <b>Indore Chapter of Company Secretaries</b> of India for ‘Communication Skills- GD, Public Speaking, Gestures, Body languages and presentation skills’ |
| (ii)  | Speaker in Webinar at <b>ITM Business School, Mumbai</b> for ‘Digital Marketing ignition with Search Engine Optimization’ on 18 <sup>th</sup> July 2020.                   |
| (iii) | Speaker in Webinar on ‘Digital Marketing and its role in Entrepreneurship’ organised by DOMS, SGSITS for faculties, Industrialists and students during Pandemic time.      |
| (iv)  | Delvered expert talk on “Statistical Data Analysis using SPSS software” at biomedical engineering department, SGSITS, Indore, 2020   |
| (v)   | Delvered expert talk on “Statistical Data Analysis” at biomedical engineering department,  |

|  |                      |
|--|----------------------|
|  | SGSITS, Indore, 2019 |
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| <b>12.</b> | <b><u>Any other relevant information</u></b> |
| <b>(i)</b> |  |

**Dr. Shweta Choudhary**

**Assistant Professor**

**Department of Management Studies**