


Dr. Shweta Choudhary

1. Personal Information			
(i)	Name	Dr. Shweta Choudhary	
(ii)	Qualification	Ph.D, MBA, B.Com.	
(iii)	Designation	Assistant Professor- DOMS	
(iv)	Email-id	schoudharyindore@gmail.com	
(v)	Employee No.	9811	
(Vi)	Department	Department of Management Studies	
(vii)	Experience	10 Years	

2. Educational Qualification				
S. No.	Degree	Specialization	Year	University/Board
1.	Ph.D.	Marketing	2014	DAVV
2.	MBA	Marketing+ Finance	2005	DAVV
3.	B.Com.	Commerce	2002	DAVV

3. Research Interests
Marketing- Consumer Behaviour and Branding

4. Research Paper Publications
(I) International/National Journal Publications
<ul style="list-style-type: none">• Study of consumer preference towards Multigrain Atta with special reference to India International Journal of Multidisciplinary Educational Research ISSN: 2277-7881• Organised retailing- the pathway in India International Journal of Research in Engineering, IT & Social Science (ISSN 2250-0588)• Food Industry in the age of health awareness with special reference to India International Journal of Multidisciplinary Educational Research (ISSN: 2277-7881)• Analytical study on the proliferation of tourism industry in India International Journal of Research in Engineering, IT & Social Sciences ISSN: 2250-0588

- Green Marketing adopted by Corporate World International LNCT Management Research Journal ISSN: 2320-9658
- Analytical study of rising popularity of Green Tea with special reference to India ZENITH International Journal of Business Economics & Management Research ISSN: 2249-8826
- Influence of customer relationship management CRM over service industry GE-International Journal of Management Research ISSN: 2321-1709
- A review of the power of masked advertising-Advertorial International Multidisciplinary Research Journal -Golden Research Thoughts ISSN: 2231-5063
- Increasing Interest of consumers towards Private label brands International Journal of Management and Social Sciences Research ISSN: 2319-4421
- A Distinguishing Tactic in Service Sector - Sensory Branding ZENITH International Journal of Business Economics & Management Research ISSN: 2249-8826
- Managing Brands overtime with respect to FMCG goods Indian Journal of Applied Research ISSN: 2249-555X
- New Ways of expression in Electronic World Review of research ISSN: 2249-894X

(II) International/National Conference Publications

- Effect of Juncture on Consumer Brand Preference 10th Conference – CERE'19
- Enhancing Global competitiveness in FMCG sector through Creativity and Innovation Global competition and competitiveness of Indian Corporate
- Advertising: The Magic of Intellectual Revolution Millennium Development Goals: Challenges and Perspectives
- Role of Private Label Branding in Indian Retailing with Reference to Apparels AICTE, New Delhi Sponsored National Conference- Hitkarini College of Engineering and Technology, Jabalpur- 'Globalization and its impact on Business development in current scenario'
- Study of the impact of demographic variable on choice of Private Label Brand in Apparels National conference in Vaishnav- 'Challenges of Globalization and Strategies for Competitiveness'
- Event Management: An overview in Indian context National Conference in Patel College- 'Innovative trends in Engineering Sciences and Management 2014'
- A study on Product Differentiation with Special Reference to Branding Soaps in Indore City International Conference in Vishisht Institute of Professional Studies- 'Paradigm Shift in Innovative Business Management

5. List of Conferences/Workshops/Seminars Organized

<i>Title</i>	<i>Organiser</i>
Intellectual Property Rights	SGSITS
Use of ICT (Information and Communication Technology) in Education for Online and Blended Learning	IIT, Bombay
SPSS	Shri Cloth Market Institute of Professional Studies, Indore
Case Writing	Prestige, Indore
Environmental Studies	IIT, Bombay
Environmental Friendly Alternatives in Chemical Processes & Industries	SGSITS, Indore
Recent Trends in Teacher-Society Relations: Challenges & Opportunities	SGSITS, Indore
Publishing Research Papers	IIPS, DAVV, Indore
Case Method of Teaching	IIPS, DAVV, Indore
Writing Research Papers	IIPS, DAVV, Indore

6. Invited Lectures/Expert Talks/Chairmanships at Conferences

- Resource Person at **Indore Chapter of Company Secretaries** of India for ‘Communication Skills- GD, Public Speaking, Gestures, Body languages and presentation skills’
- Resource Person of one day workshop on – ‘Statistical Data Analysis’ held at Biomedical Engineering Department of SGSITS.
- Panel Member for Comprehensive Viva of Symbiosis, Indore.
- Speaker in Webinar on ‘Digital Marketing and its role in Entrepreneurship’ organised by DOMS, SGSITS for faculties, Industrialists and students during Pandemic time.
- Speaker in Webinar on ‘Digital Marketing ignition with Search Engine Optimisation ’ organised by ITM Business School, Kharghar, Mumbai for faculties and students during Pandemic time.