


<b>Dr. Arti Sharma</b>		
<b>Designation</b>	Associate Professor	
<b>Qualification</b>	Ph. D	
<b>Area of Interest</b>	Strategic Management, Consumer Behavior, HRM	
<b>Email</b>	artisharma@vivaimr.org	
<b>D.O.J.</b>	02/07/12	

#### **Introduction in brief:**

Dr. Arti Sharma is a renowned Academician who, after pursuing her graduation from Sophia Girls College, Ajmer in Science she Pursued her MBA in HR and Marketing from Banasthali Vidyapeeth. She has interest in exploring spirituality and completed her Master of Philosophy with desertation on spirituality at workplace from SNTD university, Mumbai and followed by Ph.D. in Management.

She has rich experience of 20 years in Academics and Industry and is currently working as Associate Professor. she has participated & presented almost 30 papers in National and International Conferences and as well as received Best Research people award for her contributions. She has also Coauthored books on subjects of Management and her area of interest is strategic management and development, consumer buying behavior, Human Resource Management etc.

#### **Faculty Profile**

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<b>Designation</b>	<b>Associate Professor</b>
<b>Qualification</b>	<b>PhD</b>
<b>Email</b>	<b><u>artisharma@vivaimr.org</u></b>
<b>Area of Interest</b>	Strategic Management, Consumer Behavior, HRM
<b>Work Experience (Total)</b>	<b>22 years</b>
• Teaching	<b>20 Years</b>
• Research	-
• Industry	<b>2 year</b>
• Others	-
<b>Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level</b>	<b>MMS, BMS</b>
<b>Membership of Professional Bodies</b>	

<b>Research Publications</b>	
• Research Papers UGC-Approved	<b>5</b>
• Research Papers UGC-CARE	<b>2</b>
• List of UGC-CARE Research Papers	
• Research Papers SCOPUS	<b>07</b>
• List of SCOPUS Research Papers	
• Research Papers WoS/SCI/ABDC	<b>-</b>
• List of WoS/SCI/ABDC Research Papers	<b>-</b>
<b>Book and Chapter Publications</b>	
• Books Authored published by International Publishers	
• Books Authored published by National Publishers	<b>2</b>
• Publication of Chapter in Edited Books	
• Editor of Book by International Publishers	
• Editor of Book by National Publishers	<b>5</b>
• Translation Work of Book	
<b>Patents</b>	
• Published	<b>2</b>
• List of published patent(s)	<ul style="list-style-type: none"> <li>• “Computer Implemented Method for Online Banking According to Islamic Banking System.” Publication Date: - 2/10/2020</li> <li>• “Computer implemented Method for Audit of Copyright Infringement for Authors and Publishers” Publication Date: - 13/11/2021</li> </ul>
• Filed	
<b>PhD Guidance</b>	
• Degree Awarded	<b>Nil</b>
• Under Guidance	<b>Nil</b>
<b>Research Project</b>	

• List of Research project	
<b>Consultancy</b>	
• List of Consultancy	<b>Nil</b>
<b>Awards &amp; Honours</b>	
• List of Awards & Honours	<b>1. Best Research Paper award</b>
<b>Invited lectures / Resource Person/ paper presentation in Seminars/ Conferences/full paper in Conference (Total)</b>	
• International (Abroad)	
• International (Within Country)	<b>5</b>
• National	<b>1</b>
<b>Organizing National Conference/ International Conference/ FDP/STTP</b>	
• Total No. of NC/InC organised	<b>5</b>
• Total No. of FDP/STTP organised	<b>3</b>
<b>Social Contributions and Sports</b>	
• <b>List of Social Contributions and Sports</b>	<b>Chess and Carrom</b>