

## *Faculty Profile*



Name Dr. Vinita Bhatia  
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Contact No: 8433607233  
Designation: Assistant Professor  
Department: Marketing  
Qualification: B. A. Eng. Hons, MBA, M. Com., Phd, NET (Management), NET(Commerce)

## *Brief Profile*

A skillful teacher with over 8 years of experience, possessing the required knowledge, self-confidence and excellent presentation skills necessary for imparting good quality education to the students. I have excellent research aptitude and attended many workshops, conferences and published research papers in reputed journals. I have expertise in simulating and analyzing data by using Software like SPSS and AMOS.

## *Experience*

Teaching Experience: 8yrs

## *Research & Publication*

Papers Published: 16

Papers Presented in Conferences: 18

Seminars & Workshops attended: 9

## *Achievement*

Qualified UGC **NET** Exam June 2009 in Management

Qualified RPSC **SET** Exam November 2009 in Management

Qualified UGC **NET** Exam June 2013 in Commerce

Awarded cash prize of Rs 10,000 for 2<sup>nd</sup> Best in International Conference on Exploring The Soul Of Business : An External Sustainer, at Jagan Institute of Management Studies (JIMS), Delhi

## *Academic / Professional Affiliation*

Paper Setter and Examiner for MBA/M. Com Programmes of Autonomous colleges

## *Expertise & Consultancy*

Areas of Expertise: Service Marketing, Marketing Strategy, Sales management