

Dr. Ranu Sharma

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PROFESSIONAL SYNOPSIS

- Over 19 years of rich experience in teaching in the realm of Management.
- Doctorate Degree in Marketing from University of Rajasthan , Jaipur, NET and SET qualified.
- Approved Supervisor for Doctor of Philosophy(PhD) with Rajasthan Technical University, kota and Poornima University, Jaipur
- Research and teaching in the areas of Marketing related subjects, Business Mathematics and Statistics, Operation Research and Business law etc.

WORK EXPERIENCE

Tenure	Company / Organization Name	Designation
May'22 to till date	**Maheshwari PG College ,Jaipur**	**Principal**

JOB RESPONSIBILITIES

- Academic Leadership: Ensure high-quality curriculum delivery, research promotion, and academic innovation.
- Administrative Oversight: Manage daily operations, including admissions, faculty, and infrastructure.
- Placement Initiatives: Build industry ties, oversee training programs, and ensure strong placement outcomes.
- Admissions Management: Develop strategies to attract and admit students.
- College Promotion: Enhance the college's reputation through marketing, branding, and public relations.
- Faculty and Staff Development: Recruit, mentor, and evaluate staff performance.
- Student Welfare: Address grievances, promote extracurricular activities, and maintain discipline.
- Financial Oversight: Manage budgets, generate revenue, and optimize resource allocation.
- Quality Assurance: Ensure compliance with accreditation standards and drive institutional excellence.

Tenure	Company / Organization Name	Designation
Mar'07 to April'22	**Poornima Foundation,Jaipur**	**HOD, Associate Professor**

JOB RESPONSIBILITIES

ACADEMIC

- To teach Marketing [Advertising Management, Sales and Distribution, Product and Brand Management, Marketing of Services and Marketing Management], Business Law, Finance for Strategic Decisions, Operation Research, Business Mathematics and Statistics and Research Methodology in Management
- To mentor a the group of faculty members of and collect their performance evolution reports.

ADMINISTRATION

- Head, MBA General Management and MBA-HM (Started new course i.e. MBA-Hospital Management)
- Chairperson of Women Complaints Committee
- Secrecy Head-Supervision and control of students related data
- Coordinator of time table
- Editor of two books with ISBN number (978-81-932836-3-9, 978-93-84935-34-4)

- Editor of Department Editorial Board of Quarterly and Annual College Magazine.
- Conducted various Management Programs for organizations like RIICO, RFC, Textile companies etc.
- Conference Secretary of International Conference 2015.
- Cultural Head of various programmes held at College and Inter College level.
- Handled Dean related matters- AICTE and RTU Affiliation, Discipline, attendances, Students' complaints and due fees
- Coordinator of Examination (act as Chief Superintendent in RTU Exam)
- Coordinator of Admission Cell

Aug'06 - Feb'07 **Management & Commerce Institute of Global Synergy Ajmer** **Lecturer**

JOB RESPONSIBILITIES

- To teach Marketing [Brand management, Sales and Distribution], HR [Organization development and Structure], Formal Management [Office management, Small Business Management, Purchase Management], B.P.S.M., Business Regulatory frame work .
- To mentor the group of students and collect their performance evaluation reports.
- Coordinator of guest lecture, Hospitality Committee, Joint Coordinator of Media Committee and Sports Committee

Jul'05 – Aug'06 **Aryabhatta International College, Ajmer** **Lecturer**

JOB RESPONSIBILITIES

- To teach business statistic, Macro Eco, HR Business finance – Banking to Students of M.D.S and Rajasthan University.

ACADEMICS

2019	B.Ed. from Deepshika TT College, Jaipur from University Of Rajasthan(75%)
2013	Doctorate in Marketing Management (Study of trends in the Hotel Industry through Market Mapping with special reference to Budget Economic Hotels in Rajasthan) from University of Rajasthan, Jaipur.
2012	NET & SET qualified(2012)
2005	MBA from Management and Commerce Institute of Global Synergy affiliated from M.D.S University,Ajmer (62%)
2003	MA in English Literature from University of M.D.S., Ajmer (40%)
2000	MSc.in Applied Chemistry from University of M.D.S., Ajmer (67%)
1998	BSc in Biology from University of M.D.S., Ajmer (67%)
1995	Sr. secondary from Rajasthan Board, Ajmer (58%)
1993	Secondary from Rajasthan Board, Ajmer (72%)

PAPERS PUBLISHED / PRESENTED IN CONFERENCES

1. Presented a paper on "Study of Structrural Equation Model of Service Encounter, tourist Experiencial valur and Customer Engagement" in an International Conference on Management,Business & Economy on 20th April, 2019 at SKIT College, Jaipur
2. Presented and published (Kaav International Journal of Economics, Commerce & Business Management, ISSN:2348-4969) a paper on "Customer Engagment:An Explorartory Analysis with Special Reference to jaipur Hotel Industry" in an International conference on 'Sustainable Development and Innovation in Business, Economy, Management and Technology:Prospects in Emerging Markets' at School of Management,Poornima University, Febuary , 2018.
3. Presented a paper on "Measuring the Patients Experience in Health and Service Sector:-A Structural Equation Modeling study of Public and Private Hospitals in Rajasthan " in an International Conference on Green, Growth, Globalization and Governance and GST (5G): Challenges and Opportunities on February 2-4, 2018 at JK Lakshmipat University, Jaipur.
4. Presented a paper on "An Empirical analysis of Women Empowerment through Self Help Groupwith Special reference to rajasthan" in a National Seminar on Management" on 29th January,2019 at Vivekananda Global University, Jaipur

5. Presented and Published a paper on "Impact of Age on E-Buyers Behavior towards Web Retailing" in International Conference onINSPIRA- E-Commerce-Problems & Prospects(ISBN : 978-81-937067-1-8).
6. Presented and Published a paper on " Assessment of Service quality: an Empirical Study in SBIand ICICI Bank with Special Reference to Rajasthan" in International Conference onINSPIRA- Emerging trends and Innovations in Modern management(ISBN: 978-81-937067-9-4)
7. Presented a paper on "GST in India: Opportunities And Challenges" in a National conference on Goods and Service Tax- In Indian Context on 24th November, 2017at Subodh College, Jaipur
8. Presented a paper on "Measuring the Patients' Experience in Health Services: A Structure Equation Modeling Study of Public and Private Hospitals in Rajasthan" in an International conference on SMART Healthcare for India on 16-17 November, 2017at IIHMR University, Jaipur
9. Presented a paper on "Marketing Mix and hotel Service Branding Equity: Developing new forms ofCustomer Engagement through Structural Equation Modeling " in an International conference on International Conference on Green, Growth, Globalization and Governance (4G): Challenges and Opportunities on February 3-5, 2017 at JK Lakshmipat University, Jaipur
10. Paricipated and Presented paper on "An Examination of the effect of the service Quality and Customer Engagement through structural Equation Model" in an International conference on 'Trinity of MUDRA, Start-Up India and Stand-Up India Schemes: Prospects and challenges at Poornima school of Management, Jaipur , February 2017.
11. Paricipated and Presented paper on "Measuring Tourist Engagement: A structural Equation modeling approach with special reference to Jaipur Tourism" in an International conference on Make in India Initiative: Role and Challenges for SMEs in the Global Perspective at Poornima school of Management, Jaipur , February 2016.
12. Paricipated and Presented paper on "Study the customer behaviour towards different mutual fund schemes" in an International conference on Make in India Initiative: Role and Challenges for SMEs in the Global Perspective at Poornima school of Management, Jaipur , February 2016.
13. Presented a paper on "Consumer engagement in hotel industry: An exploratory analysis with special reference to Jaipur hotels" at International Conference on "Reenvisioning Economies: Inclusive Growth And Sustainability" on December 20-21, 2016 at St. Xavier's College,Jaipur.
14. Presented a paper on "A structural equation model of service encounters, tourist experiential value and customer engagement: An empirical analysis in the tourism sector" at National Conference on "Strengthening Indian Economy and Business:Nurturing the Present, Innovating the Future"18th-19th November, 2016 at SKIT College, jaipur
15. Presented and published (Emerald on "Antecedents and consequences of tourist engagement: A structural equation modeling approach" in an International conference on Growth, Globalization and Governance: Promises and Challenges of 2025 and Beyond- Series II at JK Lakshmipat University, Jaipur, January 2016.
16. Presented and published (Excellent Publishing house, ISBN: 978-93-84935-34-4) a paper on "Modeling the Relationship between Customer satisfaction and customer Engagement" in an International conference on Small and Medium Enterprise in the Global Economy: Opportunities and Challenges from 06.02.2015 to 07.02.2015 at Poornima School of Management, Jaipur , 2015.
17. Presented and published (Excel Books, ISBN: 978-93-5062-614-6) a paper on "Customer Engagement in a service sector: An exploratory analysis with special reference to Jaipur hotel industry" in an International conference on Emerging trends in Business and Economy: Mapping the Way Ahead from 14.02.2014 to 15.02.2014at DMS, Poornima Group of Colleges, Jaipur , 2014.
18. Presented a paper on "Study the positioning map of hotels on the bases of preference attributes with special reference to Jaipur city" at International conference on Challenges and opportunities in Asian Economics: The management Perspective from 08.02.2013 to 09.02.2013 at DMS, Poornima Group of Colleges, Jaipur, 2013.
19. Presented and published(Excel Books, ISBN: 978-93-5062-089-2) a Paper on "To study customer view towards hotel Industry on the basis of preference attributes with special reference to Jaipur city" in a National Conference on Business Strategies and Economic Growth: The way Forward from 17.02.2012 to 18.02.2012 at DMS, Poornima Group of Colleges, Jaipur,2012.
20. Paper "Repositioning of product by changes in Logos" published in the Economic Administration Review, vol 28, Bi-Annual Resource management Journal (ISSN-2277-5629), July-December. 2011.
21. Presented Paper in absentia on "Rural Marketing-Challenges and Opportunities" in an International Seminar on Rural marketing from 17.02.2010 to 18.02.2010 at University Commerce College, University of Rajasthan, Jaipur, 2010
22. Presented two Papers in absentia on the topic of "Suitability of different Mutual Fund Schemes to different Risk Profile Investors" in National Conference on Service management on 09.05.2009 at Mohali University, Hariyana,2009.
23. Presented two Papers in absentia on the topic of "International Product Positioning"in National Conference on Service management on 09.05.2009 at Mohali University, Hariyana,2009.

24. Paper "Global Branding and Positioning" published in the book of Marketing of services, Excel India Publications (ISBN no:978-93-80697-00-0), October. 2009.

Faculty Development Programme/National Conference/ Seminar/Meet attended

1. Attended a DST Sponsered Workshop on Intellectual Property Rights(IPR) on 27.03.19 organized by Vivekananda Global University, Jaipur,2019
2. Attended an Iternational conference on Global health and Medical Tourism"on 12th March,2019,organised by IIHMR University, Jaipur and IIM,Kozhikode.

3. Attended a National Seminar on Startup the way forward on 12.03.16 organized by PHD Chamber of Commerce, Jaipur , 2016
4. Attended a National Seminar on Contemporary Challenges and Opportunities in Management of Business on 09.04.2015 organized by Poornima University, Jaipur , 2015
5. Attended a Higher Education Leadership Meet on 09.12.2014 at TAPMI School of Business, Manipal University, Jaipur, 2014
6. Attended a Marketing Conclave on "Harnessing Potential of Youth: Challenges and Opportunities" on 29.03.2014 at JKLU, Jaipur, 2014.
7. Attended a FDP on Developing Teaching Skills in Management from 09.07.2012 to 14.07.2012 at DMS, Poornima Group of Colleges, Jaipur , 2012.
8. Participated in a National Conference on Paradigm Shift in Business Practices: Challenges & Perspectives on 26.03.2011 at DMS, Poornima Group of Colleges, Jaipur , 2011.
9. Attended a Seminar on Direct and Indirect Taxes on 09.05.2008 organized by Confederation of Indian Industry(CII), Jaipur , 2008.
10. Attended a FDP from 19.03.2007 to 30.03.2007 at Poornima College of Engineering organized by AICTE, Chandigarh,2007.
11. Attended a FDP on DevelopingTeaching Skills in Management from 09.07.2012 to 14.07.2012 organised by Department Of Management Studies, Poornima Group of Colleges, Jaipur
12. Attended a FDP from 03.07.2013 to 09.07.2013 organised by Department Of Management Studies, Poornima Group of Colleges, Jaipur
13. Attended various in-house FDPs organized by Poornima School of Management, Jaipur.

Awards and Honors

1. Published a book on "Digital Marketing-Beginning of the End" by Kaav Publications(E-ISBN:978-93-86789-79-2).
2. Awarded second best paper on "Measuring Tourist Engagement: A structural Equation modeling approach with special reference to Jaipur Tourism" in an International conference on Make in India Initiative: Role and Challenges for SMEs in the Global Perspective at Poornima school of Management, Jaipur , February 2016.
3. Awarded best paper(cash prize Rs 10,000/-) on "Antecedents and consequences of tourist engagement: A structural equation modeling approach" in an International conference on Growth, Globalization and Governance: Promises and Challenges of 2025 and Beyond- Series II at JK Lakshmipat University, Jaipur, January 2016.
4. Awarded second best paper on "Modeling the Relationship between Customer satisfaction and customer Engagement" in an International conference on Small and Medium Enterprise in the Global Economy: Opportunities and Challenges at DMS, Poornima Group of Colleges, Jaipur , 2015
5. Awarded second best paper on "To study customer view towards hotel Industry on the basis of preference attributes with special reference to Jaipur city" in a National Conference on Business Strategies and Economic Growth: The way Forward at DMS, Poornima Group of Colleges, Jaipur,2012.
6. External Examiner, Rajasthan Technical University, Kota.

PERSONAL DETAILS

- Date of Birth : 07th September 1977
- Residential Address : 29, Pratap Nagar- II, Tonk Phatak, Jaipur
- Marital Status: Married
- Address: 29, Pratap nagar-II, Tonk Phatak, Jaipur-302015

Reference

1. Sh D.K.Modani, Secretary, Maheshwari P.G.College, Jaipur.(9414349409)
2. Sh. R.K. Agarwal (*IAS,*Retd), Financial Advisor,Jaipur Foot (Shri Mahaveer Viklang Samiti), Jaipur. (9829877022)

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