

Dr. Rinku Sharma

Educational Qualification: Ph.D. (Marketing Management), MBA(Marketing), M.A. (English Literature), BSc.

Experience: Academics: 9 years

Designation: Assistant Professor (Marketing)

Publications:

- Rinku Sharma, Vaishali Sharma (2016) "Redefining Teaching through Ancient Wisdom" in NAAC sponsored National Seminar on Changing Role of Teachers in Changing an Internal Quality Assurance Cell, R. A. Poddar College of Commerce and Economics, Mumbai
- Rinku Sharma, Vaishali Sharma (2014) "Innovativeness: A Paradigm shift for Insurance Companies in Rural Market" in FMS IRM Journal, Excel India Publishers, ISBN No.: 978-93-83842-36-0
- Rinku Sharma, 2012, "Ethics Versus Performance", Cases in Management: Experiences in India, Monograph by JKL University, Jaipur
- Rinku Sharma, Dr. Alok Sharma (2012) "Brand Building-A Challenge for Rural Marketing" in Amity Business School Journal, Excel India Publishers
- Rinku Sharma, Dr. Ipshita Bansal (2008) "Indian Banking Services: Achievements and challenges" in the ICFAI Journal of Services Marketing.

Seminars/Conference/Workshop

Participated in FDP on theme "Enriching Individuals for Educational Excellence" on 19th Jan 2014

Attended National Seminar Biz Mage 13 on "Contemporary Management Practices: Holistic Vision through Sustainable Development" by Faculty of Management, Jagannath University, Jaipur, on 19th January 2013.

Participated in FDP on "Contemporary Techniques for Teaching Excellence", (with reference to Management Domain) organized by Jagannath University, Jaipur on 22-23rd Jan. 2012

Attended International Conference on Management Perspectives: Strategies for Business Continuity, Growth and Sustenance organized by Amity Business School, Jaipur on 6-7th Sept. 2012

Participated in FDP on "Interactive Teaching Practices in Present Scenario", organized by Jagannath University, Jaipur on 18th Feb. 2011

Participated in National Case Writing Workshop organized by JKL University, Jaipur & AIMA from 15th-17th Dec. 2011

Participated in FDP on Developing and Improving "SLM" organized by Jagannath University and STRIDE, IGNOU, New Delhi from January 2-4,2010

Participated in FDP on "Teaching Excellence" conducted by Jagannath University, Jaipur on 15th and 16th Jan.2011

Attended National Seminar Biz Mage 09 on "Contemporary Issues in Management: Competitiveness in Turbulent times" by Faculty of Management, Jagannath University, Jaipur, November 14, 2009

Participated in FDP on Capitaline Data Base by Mr Amit Kumar at Jagannath University, Jaipur

Seminars/ Workshops organized

National Seminar Biz Mage 13 on "Contemporary Management Practices: A Holistic Vision through Sustainable Development" by Faculty of Management, Jagannath University, Jaipur, on 19 January 2013.

FDP on "Contemporary Techniques in Teaching Excellence" (with reference to Management domain), Resource persons - Mr. VK Mehta, Add G M, BEL & Prof HN Agarwal on 22nd & 23rd Jan 2012 organized by Jagannath University

FDP on theme "Enriching Individuals for Educational Excellence" on 19th Jan 2014; Resource Persons – Prof. Upinder Dhar, VC, JKL University, Jaipur & Ms. Surbhi Tankha, Training Manager, NIIT

One of the Core Coordinator for organizing Intra University Paper Presentation Competition XPRESSION from 2009 to 2014, in Jagannath University, Jaipur

National Seminar Biz Mage 09 on "Contemporary Issues in Management: Competitiveness in Turbulent times" by Faculty of Management, Jagannath University, Jaipur, on November 14 2009

Certificate Courses:

NPTEL Online Certification in Services Marketing with Elite + Silver certificate and stood amongst Topper 1% (March 2021)

NPTEL Online Certification in Consumer Behaviour with an Elite + Gold certificate and stood amongst Topper 1% (March 2021)