

Prof. Dr.Rashmi Gujrati Email: rashmigujrati@gmail.com Mob: +91 9759347347, +91 6239067505

In anticipation of an opportunity providing intellectually challenging work where my meticulous efforts as personal, technical educational, managerial skills in direction of achieving goal of success to stature the academic community and demonstrate ample credibility for educational leadership, strategic thinking, team building, and resources development for research and consultancy activities with emphasis on entrepreneurship skills contributing towards the development of the society.

PROFESSIONAL EXPERIENCE			
Experience	College/Institute/University	Designation	
1 st July 2016-till contin 28 th Nov 2014- 30 th June2016	Tecnia Institute of Advanced Studies New Delhi . Fairfield Institute Of Management and Technology	Dean (Management) Director	
3 rd Sep 2010-26 th Nov, 2014	KC Group of Institutions, Una (H.P)	Professor –Principal Director (A&P)	
29 th Jan 2010 -31th Aug 2010	Rajeev Academy Technology and Management Mathura .(U.P)	Professor –Dean	
1stAugust 2008 –28th Jan 2010	Kalka Institute of Research and Advanced Studies, Meerut (U.P)	Professor -Director	
1 st July 2002 – 31 th July2008	Wilsonia Degree College, Moradabad (U.P)	Associate –Professor	
1 st July 1996–30 th June 2002	J.S Hindu Post Graduate College, J.P Nagar (U.P)	Sr. Lecturer	
4th July 1990 - 31May 1996	J.S Hindu Post Graduate College, J.P Nagar (U.P)	Lecturer	

ACADEMIC BACKGROUND				
Year(s)	Qualification(Degree/Diploma/ Certificate)	College/Institute/University	%	
2006 -2008	M.B.A (Marketing & Finance)	Punjab Technical University, Kapurthala (Punjab)	68 %	
2000 - 2003	Doctor of Philosophy (PhD) "An Analytical Study of Export Management and Brass Art Ware – (A Case Study of Moradabad)"	Hindu Degree College, Moradabad (U.P) Affiliated by:- M.J.P Rohildkhand University, Bareilly (U.P)		
1988-1990	M.Com	Hindu Degree College, Moradabad (U.P) Affiliated by:- M.J.P RohildkhandUniversityBareilly (U.P)	61.6%	
1986 - 1988	B.Com	Hindu Degree College, Moradabad (U.P) Affiliated by:- M.J.P Rohildkhand UniversityBareilly (U.P)	54.0%	
1985 - 1986	Intermediate	Gujarat Board Vadodara	58.0%	

WORKSHOPS/ORIENTATION COURSES ATTENDED

- Attended ten days **Entrepreneurship Development Programme by DST, NSTEDP** in Tecnia Group of Institutions22ndDec 2016-Jan2017.
- Attended one week workshop on disaster Management 2015 in Indus International University.
- Attended one week workshop on disaster Management 2014.in KC Group of Institution by NYK.
- Attended two week workshop on Human value In IIT Kanpur Jan2013
- Attended one week Faculty Development Programme on Portfolio Management & online Trading from 19th-23rd Dec 2011.
- Attended workshop and International Conference organized by RATM Mathura.
- Attended Executive Development Programme from 17th Dec to 22nd Dec 2018 Panjab University Chandigarh.

MEMBERSHIP

- Life member of India commerce Association D 311
- Life member of Indian Accounting Association JP 257
- Life member of Association of Indian College Principals
- Life member of Association of Indian CollegePrincipals Member of Foundation Social Science Research Malaysia
- Member in ReviewerCommittee of International Business and Information management Association IBIMA Spain.
- Member of AGBA Association USA.

EDITORIAL BOARD MEMBER

- Board member of International Journal of Engineering Research & Management Technology ISSN: 2348-4039I.
- Board Member of International Journal of Academic Research and Development Search ISSN: 2455-4197.
- Board member of International Journal of multi-Dimensional Research of International Journal in Management & Social Science.ISSN NO 2321-1784.
- Board member of International Journal of Applied Research ISSN Print: 2394-7500 | ISSN Online: 2394-5869 | CODEN: IJARPF, Impact Factor: RJIF 5.2.
- Board member of International Journal of Advance Management Research ISSN: 2393-9664.
- Reviewed conference paper 32ndIBIMA International conference Seville, **Spain.**
- Reviewed conference paper 33ndIBIMA International conference Spain.
- Reviewed conference paper 34th IBIMA International conference Madrin **Spain**
- Scientific & Review committee, Advisory Board, Editorial Board and participation in AASE research projects of AASE as a trainer/consultant/researcher. AASE Member ID is AASE-19-695285 Member of Applied and Advance Science Exchange International Academic Conference Chung Yaun Christiana University **Taiwan**
- Regulatory Board Member of InTraders International Academic Journal. Sakarya University Turkey.
- Editorial Board Member of GI Social Sciences Form Malaysia.
- Editorial Board Member of FSSER Form Kuala Lumpur Malaysia.
- Editorial Board member of International Journal of Economics Finance and Management sciences **USA**

SESSIONS CHAIRED & CONFERENCES ORGANIZED

- Chaired numerous technical sessions.
- Keynote speaker in many National&International Seminars/ Conferences.
- Delivered plenary sessions.
- Key speaker in International Conference PBS with collaboration of Nottingham University UK and Western Sydney University Australia.
- Invited as a key note speaker in International Trade conference In Traders Academic Platform on 15-17 April 2019 **Turkey**.
- Invited Speaker in Academy for Global Business Advancement 16th Annual World Congress on: "Business and Entrepreneurship Development in a Globalized and Digitalized Era July 2-3-4, 2019 organized by (IIT-Delhi) India & Millikin University, Decatur, Illinois, USA.
- Invited as a Key Note speaker in International conference on Modern Management, Education Technology and social Science on Sept 20-22, 2019 **China.**
- Invited as a key note speaker in International Trade conference In Traders Academic Platform on 7-8-9 Oct 2019 **Turkey.**
- Session Chaired in International Conference of Engineering and Management 9-10-11 Jan 2020 Amity University **Dubai.**

- Keynote Speaker in International Conference of Management and Technology DCTM Palwal.4th/5th March 2020.
- Invited for Technical Chair session in International Conference of Engineering and Management Amity University **London.**18/19 June 2020.

NATIONAL CONFERENCE

- 1. Gujrati R: Global Trend of International Business 73thAll India commerce Association Bhuwneshwar Orissa. 20/21/22 Dec 2019.
- 2. Gujrati R: Changing Entrepreneurial Mindset in India: An Entrepreneur's Perspective on the Born-Global Approach National Conference of 70th All India Commerce Conference of Indian Commerce Association 12/13/14th Oct 2017.
- 3. Gujrati R: Women Entrepreneurs in India: Empowerment & Development .on 30th & 31th Jan 2017 in National seminar in IIS university Jaipur.
- 4. Gujrati R:Demonetization and its effect in India. 18/19 Nov 2017, 40th all Indian Accounting conference organized by Mohanlal Sukhadia University with a long Indian accounting Association Udaipur.
- 5. GujratiR: Globalization and its impact on Indian Culture. In National conference on 24th March 2017, Tecnia Institute of Advance studies.
- 6. GujratiR: How E-Commerce is playing a Vital Role in Indian Economic Growth. 26th National conference: Tecnia Institutes of Advanced studies. Delhi on 25th Oct 2016.
- 7. Gujrati R: Globalization: Growing role of emerging markets in shaping global demand; challenges & Issues, 69th All India Commerce Conference, University of Lucknow .11,12,13th Nov 2016.
- 8. Gujrati R: The Role of Entrepreneur in economic Development in National Conference on Emerging Trends in Economics Development: KC Group of Institutions Una. April 2013.
- 9. GujratiR.: New foreign trade policy and emerging paradigms of Global Business Management. In National Conference on Innovative Strategies For Global Business in Recessionary Times: at KC Institution of Management, Una, 23rd-24th March 2012 (Full Paper Published in Conference Proceedings).
- 10. Rural Marketing Making the Ends Meet: In National Conference on Managing Growth in the Era of Global Pressures-2012 held at Galaxy Global Group of Institutions, Dinarpur, Ambala February 4th -5th, 2012.
- 11. GujratiR: In AICTE Sponsored National conference on; Service Marketing Strategies toMeet Challenges of Globalization. At Sri Balaji College of Engineering & Technology, Jaipur 27th-28th April 2012.
- 12. Gujrati R: "India in an Era of Global Uncertainties: Issues, and Opportunities "In National Conference on Emerging Issues and Challenges in Management by 2020 (EICM-2020) at Moradabad Institute of Technology, Moradabad (U.P) 3rd & 4th April, 2012.
- 13. Gujrati R.: International monetary fund's :Challenges & opportunities .34th All India Accounting Conference & International Seminar on Accounting Education and Research at University of Rajasthan, Jaipur17th-18th Dec, 2011

- 14. Gujrati R.: Challenges in Marketing: Reasons for Existence Green Marketing: In National Conference on Green Technology: Opportunities & Challenges at KC Group of Institution, Nawashahar, 8th -9th April 2011. (Full Paper Published in Conference Proceedings).
- 15. Gujrati R: Entrepreneur Development in Rural Area: Challenges and Opportunities. In 63All India Commerce Conference of Indian Commerce Association at Goa University, 1-3rd Oct 2010
- 16. Gujrati R: SMEs Global Market; Challenges, Opportunities and Threats: In National Conference at Maharaja Agrasain Institute of Technology, Pilakhuwa, Ghaziabad, 13th Feb 2010.
- 17. Gujrati R.: Globalization; Role of Entrepreneur: In National Conference of s Ganapati Institute of Technology, Ghaziabad, and 20 Feb, 2009 (Full Paper Published in Conference Proceedings).
- 18. Gujrati R.: Entrepreneur's contribution In the economy: In National Conference MANTHAN, on Entrepreneurship Perspective & Practices in Amrapali Institute of Management, Haldwani, 20-21 Nov 2009. (Full Paper Published in Conference Proceedings).
- 19. GujratiR: CRM & value chain management –A strategic tool for marketing with e-CRM.: In 61st All India Commerce Conference at D N C, Nagpur, and 27-29 December 2008.

INTERNATIONAL CONFERENCE

- 1. StrategicEntrepreneurship: A New mind in Academy for Global Business Advancement 16th Annual World Congress on: "Business and Entrepreneurship Development in a
- 2. Globalized and Digitalized Era July 2-3-4, 2019 organized by (IIT-Delhi) India &Millikin University, Decatur, Illinois, USA.
- 3. Entrepreneurship Development in rural area; Challenges and Opportunities: In International Conference on Managing Change in Business & Economy at Pacific University, 6th & 7th April, 2013.
- 4. Gujrati R: Benefits of GST for Startup Business in India, In Mangalmay Group of institution on 18th March 2017.
- 5. Gujrati R "The Role of Foreign Direct Investment in India's Economic Growth 'in Tecnia Institute of Advanced studies on 15th April 2017.
- Gujrati R: Evaluation of Advertising Effects and Effectiveness of Interactive Advertising in CKD institute of management &Technology. Taran Tara Institute of Management Amritsar, In International Multi-stream conference on Technology and Life IMSC-2015, on 8thNov 2015.
- 7. Impact of Globalization on Developing Countries & India: In International Conference on Contemporary Innovative Practices in Management at Pacific University, 13th & 14th April, 2012.

- 8. Gujrati R:Post Recession Challenges in The Market In International Conference on Resurging India- Myths and Realities at Teerthanker Mahaveer Institute of Management and Technology, Teerthanker Mahaveer University, March 17th& 18th, 2012
- 9. Gujrati R.: Global Financial Crisis: Impact on India. In 4th International Conference on Challenges at GJIMT on 19th-20thFeb, 2010(Full Paper Published in Conference Proceedings).

PUBLICATIONS IN INTERNATIONAL JOURNAL

- 1. Gujrati: R: Service Exports Opening new Path of Opportunities. (Accepted) Scopus 2020
- 2. Gujrati R: Digital Marketing is changing Consumer behavior (accepted for publish in IEEE Index Scopus) 2020
- 3. Gujrati R; Role of Strategic Entrepreneurship to develop the enterprises in SMS Journal of Entrepreneurship & Innovation. ISSN no 2349-7920.UGC Care.2020
- Gujrati R.: The role of Intellectual property for SMEs, Innovation and Economic Growth in India. International Journal in Management and Social Science (Impact Factor- 6.178) Vol.05 Issue-07, (July, 2017) ISSN: 2321-1784 http://ijmr.net.in/currentijmss.php?p=VOLUME%205.Issue 207.July,2017
- 5. Gujrati R.: SME's in India: The Challenges a Head in International Journal of Entrepreneurship & Business Environment Perspective; ISSN: 2279-0918 (PRINT) ISSN: 2279-0926 (ONLINE); IMPACT FACTOR 2016: 7.487.
- Gujrati R.: Prospects and challenges: Women's economic empowerment in India.
 "International Journal of Advanced Research and Development" ISSN No 2455-4030,
 Impact factor 5.24
 http://www.advancedjournal.com/archives/2016/vol1/issue10
- 7. Gujrati.R: Entrepreneurship and Entrepreneurial Culture: Promoting entrepreneurial Culture, attitudes and skills. In International journal of Entrepreneurship & Business environment perspective. ISSN no 2279-0918(o) 2279-0926 (P) Impact factor 6.782.(Hard copy)
- 8. Gujrati.R. Public Sector Policy: Policies Supporting Innovation in social & public sector. Journal of Applied Research ISSN No 2394-7500 impact factor ISRA 5.2, Jan 2016. ISSN Print: 2394-7500 ISSN Online: 2394-5869 Impact Factor: 5.2IJAR 2016; 2(2): 737-743 www.allresearchjournal.com
- 9. Gujrati R: Effective Public-Private Partnership for Innovation An Indian experience: Issues and prospects. In Global Impact Factor: 0.326 ISSN: 2278-5973, June-2015.(Hardcopy)
- 10. Gujrati R: Growth Strategy in Small Entrepreneurial Business Organization: Entrepreneurship and Small Business Development publish in Common wealth journal of commerce management research ISSN 2393-851X May Issue Volume 2 -2015 May 2015.
- 11. Gujrati R.: The Role of SMEs in the economic Development .Masters International Journal of Management Research and Development.ISSN:2347-9043(MIJMRD Vol I, Issue I, November, 2013

 mastersjournals.com/pdf/MIJMRD_VOL_I_ISSUE_I_86_97.

- 12. GujratiR.:Demonetization: the positive impact on Indian Economy in International Journal of Research in Economics and Social Sciences (ISSN: 2249-7382)http://euroasiapub.org/wp-content/uploads/2017/08/44IJRESSJulyRohtash-1.pdf
- 13. Gujrati R.: Causes and Remedies of Parallel Economy in India for publish in International Journal in Management and Social Science ISSN 2321-1784
 http://ijmr.net.in/currentijmss.php?p=VOLUME%205,ISSUE%206,June,2017
- 14. Gujrati R.: India's March towards "Faceless, Paperless, Cashless Economy in International Journal of Commerce and Management Research ISSN: 2455-1627.(June) http://www.managejournal.com/archives/2017/vol3/issue6
- 15. Gujrati R.: India: Demonetization of currency and its implications in International Journal of Applied researchISSN Print: 2394-7500ISSN Online: 2394-5869. http://www.allresearchjournal.com/archives/?year=2017&vol=3&issue=5&part=K
- 16. Gujrati R.:The Effects of Digitization on Economic Growth & Opportunities for India in the Digital Economy Research Journal of social and life science ISSN No 0973-3914.Research JournalsRNI No.MP BIL 01034/12/1/2005-TC / ISSN 0973-3914 (UGC Sl. No. 1962, Journal No. 40942, Impact Factor 3.112)
- 17. Gujrati R.: GST for India Challenges for Success in India in International Journal of Applied Financial Management Perspective: ISSN no 2279-0896(P) 2279-090X (O) Impact factor 7.067.
- 18. Gujrati R.: Trends toward Globalization : challenges & Issues in Split Journal
- 19. Gujrati R.: Corporate Social Responsibility and Business Ethics in the e-Economy" in "International Journal of Academic Research and Development" ISSN no 2455-4197 http://www.academicsjournal.com/archives/2016/vol1/issue11
- 20. Gujrati R.: Changing Consumer Behavior on Sustainability, Green or Ethical Issues. International Journal of Research in finance and Marketing ISSN No 2231-5985impact factor .6.573http://euroasiapub.org/wpcontent/uploads/2016/10/13FMSept-4066-1.pdf page 128-137
- 21. Gujrati R :Digital India & intellectual property rights(IPRs) in India : Issues and concerns International Journal in Management & Social Science (IJMSS) (ISSN: 2321–1784) Impact Factor: 5.276, Scopus ID IJMSS:A9CA72AA6AE914A8

 http://ijmr.net.in/pastijmss.php?p=VOLUME%204,ISSUE%207,July,2
- 22. GujratiR.: An Emerging Indian Rural Market : Challenges and Opportunities: International journal of Multidisciplinary Research and Development.ISSN no 2349-4182(O), 23495979(P)Impact factor 5.72.(RJIF)
- 23. GujratiR.: G WTO: Trading with developing countries, facing challenges & opportunities, International Journal of Advanced Research and Development ISSN: 2455-4030, Impact Factor: RJIF5.24 May 2016; Page No. 98-103
 - http://www.newresearchjournal.com/advanced/archives/2016/vol1/issue5
- 24. GujratiR.: The Role of Public Private Partnership: Its various perspectives in India .In International Journal of Trade & Global Business Perspectives Impact factor 6.533.Volume 5, Number 2, April –June' 2016ISSN (Print):2319-9059, (Online):2319-9067 PEZZOTTAITE JOURNALSSJIF (2012): 3.946, SJIF (2013): 5.017, SJIF (2014): 5.912, SJIF (2015): 6.533
- 25. GujratiR.: Effects and benefits of Financial Globalization: Challenges for Developing Countries, in The International Journal of Multidisciplinary Research ISSN no. 2249-0558 VOL 1 No. 3 Impact factor 5.292Sept- Dec 2015.

- 26. Gujrati R.: CRM for Retailers: Business Intelligence in Retail CRM, Journal of Applied Research ISSNNo23947500 Impactfactor5.2,Dec2015
 - Link: http://www.allresearchjournal.com/archives/?year=2016&vol=2&issue=1&part=A
- 27. Gujrati R: Challenges, Trends and the Road ahead for the Retail Industry. Journal of exclusive Management science Online ISSN 2277-5684 Print ISSN 2320-866 Impact factor 2.78
 - AUGUST ISSUE 2015 VOLUME 4 ISSUE 8 http://jems.net.in/current issue
- 28. Gujrati R: Microeconomic and Macroeconomic: Issues & effects on economic growth, International Journal of Recent Scientific Research, Vol. 6, Issue, 7, pp.5310-5317, July, 2015.impact factor 5.114.
 - $\underline{\text{http://recentscientific.com/microeconomic-and-macroeconomic-issues-effects-economic-growth}$
- 29. Gujrati R:The role of International Trade in the Global Economy & its effects on economic Growth in International Journal of Innovative Science ,Engineering And Technology ISSN no2348-7968 Impact factor 1.5
 - http://ijiset.com/articlesv2/articlesv2s7.html
- 30. Gujrati R: Leadership techniques to empower people during change initiatives in Research Journal of Social and Life Sciences (ISSN 0973-3914) Impact Factor 1.776 June 2015
- 31. Gujrati R: Changing dynamic of Consumer Behavior: Indian customers. In International Journal of CK Pithawal Institute of Management Business Review (CKPIMBR) in June 2015. Impact Factor: 0.978; ISSN: 2347-5587.
- 32. Gujrati R: Business Ethics and Corporate Social Responsibility with Globalization of Markets & Marketing Ethics. In International Journal of Engineering Research & Management Technology (IJERMT) in March 2015 Volume 2 Issue 2. Impact Factor: 1.317 ISSN 2348-4039. http://ijermt.org/publication/14/IJERMT%20V-2-2-23.pdf.
- 33. Gujrati, R.: International Marketing: In WISDOM Journal of VSBM, Greater Noida, (U.P) Volume 2 Issue bi -annual 2009.
- 34. Gujrati,R: Foreign Director Investment and its role in economics Growth in Research Journal of Social and Life Science .ISSN 09973-3914

LEADING RESEARCH/TRAINING PROJECTS STEERED

- Mainstreaming green product innovation: Why and how companies integrate environmental sustainability.
- Green purchasing and supply policies: Do they improve companies' environmental performance.
- Dynamics in changing international marketing environment.
- Role of Management Information System (MIS) in FMCG expansion in Rural Marketing.
- Study of Inventory Management in Agriculture Co-op Tracks Tomato Production.
- Party Trust, Control Trust and Blind Trust in Business to Consumer Electronic Commerce.
- CSR- A great opportunity with noble cause for better tomorrow.
- CSR- Its Managerial Applications, Economic Implications and Business Development.

- Risk Return Analysis and Comparative Study of Performance of Mutual Funds.
- Investment decision under risk and uncertainty: Asset Pricing and Risk diversification.
- Customer Relationship Management system at Emerson Gears Ltd.
- Working Capital management at National Fertilizer Ltd.
- Devising the marketing and distribution strategy of various Industrial products of National Fertilizers Ltd. At NayaNangal Unit.
- Consumer perception about the products of Hindustan Unilever Ltd.
- Study of Investment Pattern of Investors in Shimla.
- Credit Risks in the Public Sectors.
- Study of Consumer behavior about different brands of Tractors in Rural Punjab.

DUTIES PERFORMED

- Actively organize quiz and debates, fashion show, sports, annual function etc.
- Conducting and preparing students for interviews.
- Organize summer camp & NSS camp every year.
- Conducted Symposium for students.
- Optimistic approach and Innovative nature Admission counseling for the students.
- Participated in MDPs/ FDPs from time to time.
- Actively participated in conducting National & International Seminars, Conferences etc.
- Perform a role of an Editor in Journals & Magazines.
- Conducted Exam as a Center superintendent.
- Coordinate a workshop on "How to prepare a paper" to present in conference.
- An Editorial member of 'Knowledge Hub' (A bi-annual Management Research Journal, ISSN 00973-6425)
- Organized Three National conferences in KC Group of Institutions Una.
- Organized one week workshop on Disaster Management. Through NYK.
- Organized one week faculty Development Programme in KCIM March 2014.
- Organized International conference in TIAS on 15th April 2017.
- Organized Seminar on Women Empowerment on 8th March 2018.
- Organized Marathoon on "Run for Health on 18th March 2018.
- Organized international Conference In tecnia Institutes of Advanced Studies New Delhi 29th Feb 2020.

GUEST LECTURES

- Guest Lectures on International Business in KC Group of Institution Nawanshahr
- Guest lectures on Economic Development in KC Group of Institution Nawanshahr
- Guest lecture on New Trend in Indian capital Markets in Krishna Institute of Management and Technology.
- Guest lectures on the Topic of "Relevance of the study of Business Environment in Current context".Indus international University,Una

- Guest lectures on the Topic of Service Marketing at Indus international University, Una.
- Guest lectures on the Topic of customer Relationship Managementat DevBhoomi Group of Institution Una .

STUDENT AFFAIRS

- Provided leadership to mould the youth to face the challenges of the world.
- Developed the Placement Manual for training / placement opportunities.
- Planned educational tours for the students.
- Enhanced students' employability through personality development.
- Ensured discipline in the campus by developing a grievances redressal mechanism.
- Monitored periodically students' attendance and their progress in studies.
- Provided avenues for the co-curricular & extra-curricular activities, professional societies, and counseling and guidance programs for the students.

PERSONAL DETAILS

Date of Birth 28/09/1968

Husband's Name Mr. Sanjay Gujrati

Gender Female Nationality Indian

Hobbies Travelling, Group Discussions,

Home Town Rahon.(Nawanshar)

Permanent Address Healing Hands ,SCO-1 ,Geetavihar ,Threekay Road Ludhiana .

Language Known English, Hindi, Gujrati and Punjabi

I declare that the details above are correct and true to the best of my knowledge

Prof. Dr. Rashmi Gujrati