



Name: Shefali Shukla

Designation: Assistant Professor

Specialization: Marketing and Management

Email : s.shefali@jainuniversity.ac.in LinkedIn: [linkedin.com/in/shefali-shukla-371a78163](https://www.linkedin.com/in/shefali-shukla-371a78163)

Qualification

B.com, M.com, Net, (PhD)

Career Summary

Dedicated educationist, mentor, teacher with over 8+ years of experience in devising individualized curricular with UGC standards. An enthusiastic and positively motivated professional with high ambitions. I have academic experience as well as research experience. I also worked as students’ mentor and philosopher. I will have no trouble seamlessly integrating within a university existing traditions and practices.

Work Experience

1. Jain (Deemed to be) University, April 2022 – presently as an Assistant Professor
2. T. John Institute of Management & Sciences, (Bangalore) Feb 2020 -Dec 2021 worked as an Asst. Professor
3. Ewing Christian College Jan 2018- Dec 2019 (Prayagraj) worked as an Asst. Professor
4. Vishnu Bhagwaan Public School, (CBSE Board) (Prayagraj) 2016-2017, worked as an Assistant Teacher
5. Sainik Bal Vikas Inter College, (CBSE Board) 2013-2015, worked as an Assistant Teacher

Research Interest

Consumer Relationship Marketing/Management/General Management/Green Marketing

Research Publications

1. Published RESEARCH PAPER in INTERNATIONAL JOURNAL OF ADVANCED RESEARCH IN COMMERCE, MAQNAGEMENT & SOCIAL SCIENCE (IJARCMS) on topic “A Study on Effect of Gender Differences Apparels Buying Decision” in International Conference organized by Inspira Research Association, September 2019.
2. Published RESEARCH PAPER in JOURNAL of MODERN MANAGEMENT and ENTREPRENEURSHIP (JMME) A National Quarterly Peer Reviewed Referred Journal on topic - ‘A Study on Critical Analysis of the Current Marketing mix Employed by Start-ups In E-Business’ published in April Edition 2020.
3. Published RESEARCH PAPER in INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH IN ENGINEERING AND MANAGEMENT (IJSREM), UGC approved Volume: 04 Issue: 07 | July -2020 ISSN: 2582-3930 Topic- New Communication Strategies In Marketing: Effect Of Audio-Visual Marketing In Consumer Patronage And Retention.
4. Published paper titled ‘Analyzing Customer Engagement Through E-Crm:The Role Of Relationship Marketing In The Era Of Digital Banking In Varanasi Banks’ in Refereed Journal ‘Inspira-Journal of Commerce, Economics & Computer Science (JCECS), ISSN : 2395-7069, Impact Factor: 5.660, Volume 07, No. 03, July-Sept., 2021, pp. 57-65.
5. Published paper titled ‘The Impact of Covid-19 Pandemic Over Customer Relationship Marketing in HDFC Bank of Prayagraj District’ in UGC Care List Journal “Journal of Modern Thamizh Research” Published by Raja Publication for April – June 2021, ISSN : 2321 – 984X.
6. Published paper titled ‘Role of Indian Companies In Promoting CSR Activities to Indian Culture And Tradition’ in INTERNATIONAL JOURNAL OF ADVANCED RESEARCH IN COMMERCE,

<p><u>Courses Facilitated</u></p> <p><u>B.Com, M.Com, BBA, MBA,MCA</u></p>		<p>MANAGEMENT & SOCIAL SCIENCE (IJARCMSS) An International Quarterly Peer Reviewed Refereed Journal Vol. 05 No. 04(I) October - December, 2022, ISSN : 2581 7930.</p> <p>7. Rajan, R., N.V., Vinutha, L., Brindha, Shukla, S., Mishra, S. (2024) Exploring Global Expansion Trends and Strategies In The Food and Beverage Industry: A Comprehensive ANALYSIS, Forum on Linguistic Studies, 6 (2), ISSN:2705-0610.</p>
<p><u>Member on Committees / Editorial Boards</u></p> <p>1. <u>MUN (Teacher Coordinator)</u></p> <p>2. <u>Editor (Iterative International Publisher) IIP, Chikamangaluru, Karnataka, India</u> <u>Editor ID: IIPER1677492724</u></p>	<p>Articles / Case Studies</p>	<p>NIL</p>
	<p>Consultancy / Projects</p>	<p>NIL</p>
	<p>Books / Chapters</p>	<p>1. A monograph on Educational reform & policy in India: struggles and challenges in New Education Policy 2020, In edited book of Mahatma Gandhi Kashi Vidyapith , University, Varanasi.</p> <p>2. Published chapter titled 'Exploration of Green Marketing: A Shift from Traditional Marketing to Green Marketing for Sustainable Environment' in Edited book 'Indian Traditional Wisdom Revisiting the Relevance issued by SMS College Varanasi in June 2021. ISSN – 978-93-88019-86-6.</p>
<p><u>Professional Memberships</u></p> <p>1. Member of Institute of Scholar (Bangalore)</p> <p>2. Member of Indian Academic Researchers of Association (Tamil Nādu)</p> <p>3. Member of Inspira Research Association (Jaipur)</p>	<p>Activities</p>	<ul style="list-style-type: none"> • MUN (Teacher Coordinator) in Jain (Deemed-to-be University Bengaluru, India for year 2022-2023 & 2024 • Value Added Program Coordinator in Jain (Deemed to be) University, Bengaluru, India year 2024 • PCL Guide Jain (Deemed to be) University Bengaluru, India for year 2022-2023 & 2024 • FDP Convenor • Student grievances cell head • Student mentoring cell head • MBA Dissertation guide in year 2020 and 2021 for 14 students
	<p>Recognition / Awards</p>	<ul style="list-style-type: none"> • Awarded "GOLD MEDAL" in M.COM by former Governor of Uttar Pradesh Mr. RAMNAIK. • Best Student Award – M.Com 2015. • Young Researcher Award in August 2021 by Inspira Research Association, Jaipur.
	<p>Seminar Conferences Attended</p>	<ul style="list-style-type: none"> • Have attended the National Seminar on 'issues of Environmental Ethics and Corporate Social Responsibility of firms'2015 organized by SHUATS, Prayagraj, Uttar Pradesh • Have done project on 'Human Resources in Developing Countries' 2015 SHUATS, Prayagraj, UP • Attended National Seminar on Financial Education: Financial literacy to Financial Planning, Organized by Harish Chandra Post Graduate College, Varanasi on 15 June 2019 • Participated in International Conference on 'Innovation & Emerging Trends in Global Economy: Opportunities and challenges and Advanced Research & Technological issues in

Management, Commerce, Economics, Education, Gender Studies & Information Technology' of Inspira Research Association organized by Kanauriya Mahila Mahavidyalaya, Jaipur on 16-17 August 2019

- Participated in National Conference on **INNOVATIONS and FUTURISTIC PRACTICES in BUSINESS and MANAGEMENT** organized by Department of Commerce in University of Allahabad on 20th January 2020, Prayagraj, UP
- Attended two-day Faculty Development Program on **'Structural Equation Modeling Using AMOS'** organized by Department of Management Studies at T. John College, on 14-15 February 2020, Bangalore, Karnataka.
- Organized One day National Conference on **'A Multi Disciplinary Perspective on Digital Disruptions'** at T. John Institute of Management and Science on 6th March 2020, Bangalore, Karnataka
- Participated in one day FDP on **'MASTERING THE ART OF UNWINDING'** organized by the International School of Business and Research (ISBR) Bangalore held on 13th April 2020
- Participated in FDP\MDP on **'Research Methodology: Tools and Techniques'** held at 29-31 May 2020 organized by IRA, Jaipur.
- Attended 7 days National online workshop on **"Statistical Data Analysis using SPSS"** from 24-30 August, 2020 organized by Inspira Research Association (IRA), Jaipur
- Attended One day webinar on **"Knowledge e-Resources Access Through EBSCO"** organized by The Oxford College of Business Management in association with EBSCO Information Services on 17/09/2020.
- Organized One day Faculty Programme on **'Metacognitive Strategies in Handling Millennials'** at T. John Institute of Management and Science on 22nd January 2021, Bangalore, Karnataka
- Attended Seven day **'National Workshop on Research Methodology'** organized by Mahatma Gandhi Kashi Vidyapith, Varanasi, Uttar Pradesh from 05 January – 11 January 2020.
- Attended one day training program on 'Marketing Value for Customers' at "Tarlak Constructions Chemical Pvt Ltd. On 23.01.2021.
- Attended one day Webinar on 'Skill, Entrepreneurship Development and Employability: Challenges and Opportunities' organized by Mahatma Gandhi Kashi Vidyapith, Varanasi on 3rd August 2021.
- Participated in One day Virtual Panel Discussion on **"Global Financial Crisis- Causes, Effects and Implications on Indian Economy"** organized by Faculty Research cell – Samsodhana School of Commerce Jain (Deemed to be) University on 7th May 2022.
- Participated in International Conference on Multidisciplinary Research and Innovations in Finance & Strategic Management, Business Economics Education, Humanities and Social Sciences (ICMRI) of Inspira Research Association organized by Chandragupta Institute of Management, Patna Bihar, India and presented paper titled **'Analyzing the Relationship Marketing Indicators of Commercial Banks for Customer Satisfaction: A Customer Based Approach'** on 28-29 May 2022.
- Attended Five days online Faculty Development Program on Sustainable Teaching Practices- Education 4.0 held from Jan 23-27 2023 sponsored by Association of Indian Management

Schools.

- Participated in Five days Virtual Faculty Development Program on Research article Writing and Publishing organized by One School of Business in Association with IQAC and Research & Development Cell held from 8th to 12th January 2024 in collaboration with Bengaluru North University.
- Attended Five days online FDP on 'INNOVATIVE TEACHING AND LEARNING PEDAGOGY' Organized by Research Foundation of India from 20-24 May, 2024
- Attended Five day Online Faculty Development Programme on 'Enhancing research Paper Writing and Case Study for Top Tier Publication' organized by K.S Rangasamy College of Technology, Tiruchegode, Department of Management Studies on May 21-25, 2024.