



DR. NEHA SABHARWAL

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PROFILE

Dynamic and resourceful academic professional with a doctorate in Marketing, complemented by vivid teaching experience spanning school education, CAT/MAT coaching, and college and university-level instruction. Adept at delivering engaging and innovative lessons, fostering critical thinking, and adapting to diverse learning environments. Possess strong stage presence, excellent compering skills, and a proven track record in organizing academic and cultural events. Additionally, have published more than seven research papers in reputed journals, including UGC-CARE and ABDC-listed publications. Passionate about academic excellence and aspiring to grow into higher leadership roles in academia.

EDUCATION

Ph.D.

Sangam Univrsity Bhilwara, Oct 2024

Marketing

Master of Business Administration

The ICFAI University, June 2021

Marketing

Bachelor of Technology, May 2013

Institute of Technology & Management, Bhilwara

Electronics & Communication

Senior Secondary, May 2007

New Look Central School

Science, Maths

Secondary Education, May 2005

Kendriya Vidhyalay

EXPERIENCE

SANGAM UNIVERSITY

ASSISTANT PROFESSOR, MANAGEMENT, APRIL 2021 TO PRESENT

- PH.D. COURSE WORK CLASSES
- TEACHING MBA, BBA SUBJECT
- CONDUCTING PERSONALITY DEVELOPMENT CLASSES
- CONDUCTING VERBAL ABILITY CLASSES

T.I.M.E for Education

Teacher / Mentor, January 2020 – 31 March 2021

- Verbal Ability for CAT Examination

Swift College for IT & Management

Management Faculty, July 2016 – December 2020

- Teaching BBA Subject
- Conducting Personality Development Classes

Mount Litera Zee School

PGT English, March 2019 – Jan2021

- English Core Faculty, Senior-Secondary

Evergreen Public School

PGT English October 2016 – March 2019

- English Core Faculty, Senior-Secondary

Times Study Circle

Management Faculty, April 2011 –August 2014

- Verbal Ability for CAT Examination

P.T Education

Teacher, April 2011 - August 2011

- Verbal Ability for CAT Examination

RELEVANT TEACHING EXPERIENCE

E-commerce

Office Management

Consumer Behavior

B2B marketing

Principles of Management

Fundamentals of Logistics

Organization Behaviour

Principles of Marketing

Sales & Salesmanship

Customer Relationship Management

Verbal Ability

Service Marketing

PAPER/ARTICLE PUBLISHED

- Saxena Karunesh, Sharma Mukesh, Sabharwal Neha (awaited 2025) "A Critical Review of the Binary Accreditation System by NAAC", AIU Special Edition 2025.
- Sabharwal Neha, Saxena Karunesh (awaited 2025), "Harnessing Social Media Analytics for Modern Business Intelligence: A Comprehensive Analysis", Springer Nature.
- Maru Aakanksha, Sabharwal Neha (awaited 2025), "Influence of training and development on performance and productivity of employees", BlueRose Publishers Pvt. Ltd.
- Tak Kishan, Sabharwal Neha, "Viksit Bharat Sankalp 2047", International Journal of Research and Review in Applied Science, Humanities, and Technology, Vol 2, Issue 4 April 2025, ISSN: 3048-975X
- Sabharwal Neha, Chaourasiya Sandeep (2025), "The Business of B-Schools: Focusing Quantity over Quality in India", IJASRET, ISSN (Online) 2456-0774, Volume 9, Issue 03, March 2025
- Chaurasiya Sandeep, Sabharwal Neha (2025), "Bridging Purpose and Profit: A Comparative Analysis of CSR in Public and Private Banks". OAIJSE, ISSN (Online) 2456-3293 Volume 8, Issue 2, 2025
- International Journal Of Advance Scientific Research And Engineering Trends,
- Sabharwal Neha, Saxena Karunesh, Maru Aakanksha (2024), "A Study on How Marketing on Digital Platforms Affects Customer Behavior in Bhilwara City's Restaurant Industry", European Economic Letters, (ABDC), Vol. 14, Issue 1(2024), ISSN: 2323-5233
- Sabharwal Neha, Saxena Karunesh (2023), "The Role of Social Media Influencers in Impacting Customers Buyer Behavior: A Case Study of Restaurant Business" , book Recent Trends in Business, Economics, and Management, BlueRose Publishers Pvt. Ltd.(26 October 2023), ISBN-13: 978-9359895642 (Available on Amazon.in)
- Sabharwal Neha, Saxena Karunesh (2023), "A Literature Review on Impact of Social Media Platforms on Customer Patronage in Restaurant Industry", Journal of the Asiatic Society of Mumbai, (UGC CARE List -I), Vol. 97 No. 04, (April 2023), ISSN No: 0972-0766.
- Sabharwal Neha, Saxena Karunesh (2023), "An Overview on Innovative Practices in Indian Hospitality Industry" INTERNATIONAL CONFERENCE ON ONGOING RESEARCH IN MANAGEMENT & IT, Conference proceedings, ISBN: 978-93-87665-16-3.
- Sabharwal Neha, Birla Surbhi, (2022), "Impact of Covid -19 on Investment Behavior with reference to Demographic attributes of Investors-A study of Bhilwara Region" Anvesak A bi-annual Journal (UGC CARE Group I) Vol. 52, No. 9(I), ISSN : 0378-4568.
- Sabharwal Neha, Chowdhury Sonu(2022), "An Empirical Study of the Impact of eWom Information on Consumers' Online Purchase Intention" , The Journal of Business Studies & Research (JBSR), ISSN 2455233X(online), 2455-6610(Print) Vol 7, No. 1.
- Sabharwal Neha (2022), "Service Quality Issues: A Case Study of 'The Ora Café' Bhilwara, Rajasthan", Journal of Management & Entrepreneurship (UGC CARE list- I), ISSN: 2229-5348, (Special issue).

Patent Published

- Published Patent on “ A SYSTEM FOR NORMATIVE FRAMEWORK FOR ANALYZING THE INFLUENCE OF SOCIAL MEDIA ON CUSTOMER PATRONAGE, Application No.: 202411097646 A, Publication Date : 27/12/2024

PAPER/ARTICLE PRESENTATION

- Presented research paper entitled “Influence of training and development on performance and productivity of employees” in two-day national conference on Development and Governance: Myriad Perspective in Post Millennial India dated 13-14th September 2024 organized by Akhil Bhartiya Shikshak Mahasangh, Tripura.
- Presented research paper entitled “Harnessing Social Media Analytics for Modern Business Intelligence: A Comprehensive Analysis” in two-day international conference on 3rd world conference on Information Systems for Business Management dated 12-13th September 2024 organized in Bangkok, Thailand.
- Presented research paper entitled “The Role of Social Media Influencers in Impacting Customers Buyer Behavior: A Case Study of Restaurant Business” in two-day international conference on Recent Trends in Business, Economics, and Management dated 7-8th July 2023 organized by Ramthakur College, Agartala.
- Published and presented a research paper entitled “ An Empirical Study of The Impact of e-WOM Information on Consumer Online Purchase Intention” in two days AICTE sponsored National Conference dated 18th and 19th Feb 2022 by Dr. D.Y. Patil Institute of Management & Research, Pimpri, Pune.
- Research paper presented and published in Journal of Management & Entrepreneurship (UGC CARE list) Special Issue April 2022, entitled “Service Quality Issues: A Case Study of ‘The Ora Café’ Bhilwara, Rajasthan by Ms. Neha Sabharwal”.
- Paper presented in international conference ICAIR 2022 “Analytical and Interdisciplinary Research” organized by Sangam University entitled ‘A Literature Review on Impact of Social Media Platforms on Customer Patronage in Restaurant Industry’.

SEMINARS/WORKSHOP/FDP

- Participated in Faculty Development Program on “NEP Orientation & Sensitization MMC” organized by UGC and DAVV, Indore during 20-02-2025 to 28-02-2025.
- Participated in NAAC sponsored 2 day national workshop on “Challenges before HEIs in remote areas for achieving quality improvement through Assessment and accreditation process” organized by IQAC cell Sangam University on 24th -25th, 2022.
- Participated in the 02 days online Faculty Development Program on “Outcome Based Education & Its Implementations” organized by Internal Quality Assurance Cell (IQAC) held at Sangam University, Bhilwara on 12th & 13th April 2022.
- Participated in workshop on “Usage of Reference Management Software to Avoid Plagiarism” by Dr. Sumit Narula, Deputy Dean Research (Publications and Research) at Amity University Gwalior, India; and Editor in Chief of Journal of Content, Community and Communication (Scopus Indexed journal). This workshop was organized on 25th December, 2021 by College of Business, University of Buraimi, Al-Buraimi, Oman.

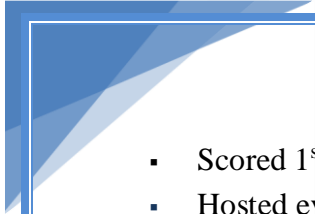
- Participated in 1 week Faculty Development Programme from 20th to 24th December 2021, organised by Internal Quality Assurance Cell, Sangam University, Bhilwara, Rajasthan.
- Participated in the FDP cum Workshop on “Personality Development” Dated- 14-18 December 2021, Organized by Department of Commerce in association with Sangam University.
- has participated in
- Completed Faculty Development Program on “ICT Tools for Effective Teaching Learning”, from 26th July to 2nd August 2021, organized by Internal Quality Assurance Cell [IQAC], Sangam University.
- Successfully completed one-week FDP and successfully submitted assignments on Writing & Publishing Research Papers organized by GHS-IMR & Sangam University from 28th June- 4th July 2021.

ACHIEVEMENTS & RESPONSIBILITIES

- Invited to Judge Novatos-2022 organized by MLV Textile and Engineering College, Bhilwara.
- Received BEST PAPER AWARD in International Conference on “ICAIR 2022 “Analytical and Interdisciplinary Research” Sangam University. Titled- ‘A Literature Review on Impact of Social Media Platforms on Customer Patronage in Restaurant Industry’.
- Participated and managed mega Blood donation drive organized by Akhil Bhartiya Terapant Yuvak parishat in association of Sangam University.
- Head of Literary Club Sangam University.
- NAAC criteria-5 and criteria-7, member.
- Successfully organized inter-school completion entitled Kala-Samwad under aegis of Literary Club Sangam University.
- Working on Board of Studies as per NEP 2021.
- Successfully filled responsibility of Registration & Certification head for La-Union (inter-college) fest 2022.
- Sangam University Admission committee member.
- Alumni association SITMA member.
- CBSE Certified Spot Evaluator for Senior Secondary.
- CBSE Certified Examiner.

PRE-PROFESSIONAL ACHIEVEMENTS

- Participated in 5 day workshop cum training program on Data Mining Techniques for bio informatics organized by Birla Institute for Scientific Research.
- Undergone a practice training on Generator Control Panel from PYROTECH.
- Completed 30 days summer practical training in GSM Mobile Services from BSNL.

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- Scored 1st Position in Intra-School Debate Competition.
 - Hosted events in school & college level.