



Dr Neha Ajmera
Ph.D. (Management)
PGDM (Human Resources & Marketing)
B.A. (Eco. Hons.)
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OBJECTIVE: To work in an environment where I get a chance to gain knowledge which can be shared and enriched, where I can utilize my skills and expertise to the optimum towards achieving my goal.

AREA OF SPECIALIZATION

Marketing and General Management

PROFESSIONAL SNAPSHOT

- ◆ **Assistant Professor-** School of Management Studies, Sangam University (**accredited with “B” grade by NAAC**), Bhilwara, Rajasthan (November 2020 to till date)
- ◆ **Mentor** – Mentor of BBA students (1st Year)
- ◆ **Assistant Professor-** Vision School of Management Studies, Chittorgarh. (Jan 2018 - April 2020)

EDUCATIONAL CREDENTIAL

PROFESSIONAL

- ◆ **PhD in Management from Sangam University, Bhilwara, 2024**
- ◆ **PGDM. (Human Resource & Marketing), from IILM- AHL Jaipur, in year 2013, CGPA-5.64**

ACADEMICS

◆ **RSCIT, Chittorgarh**

◆ **B.A (Eco. Hons.)** from Banasthali University in year **2011** with first division with **72%**

◆ **12th (Commerce)** from CBSE, in year **2008** with first division with **72%**.

◆ **10th (All subjects)** from CBSE, in year **2006** with first division with **64%**.

AWARDS

- Won 2nd prize in Inter College Bouquet Making competition at Jaipur in 2012.
- Won 2nd Logo Making competition at Jaipur in 2012.

TEACHING EXPERIENCE

Teaching experience of 6.5 years in Postgraduate and Undergraduate professional courses. Since, 2020 November, working as an Assistant Professor in School of Management Studies, Sangam University Bhilwara, Rajasthan.

ADMINISTRATIVE EXPERIENCE

- ◆ Supervised summer training program of students.
- ◆ Working as a member of Exam Conduction Committee
- ◆ Played role of mentor for management students

EDITED BOOK

- ◆ A Compendium Of Current Work In Finance, Business Management And Technology, Rubicon Publications, ISBN978-1-913482-19-0

BOOK

- ◆ Book Published Title –“Operations and Supply Chain” in Book Rivers (2022), ISBN: 978-93-5515-288-6

RESEARCH PAPER/ARTICLE PUBLISHED

- ◆ Dr. Jyoti Dashora, Neha Ajmera (2024), chapter published in Edited Book titled “Enhancing Farmer’s Income through Agribusiness and Extension Technologies” **“Agribusiness Industry: A Boon for Agriculture” ISBN 978-93-58996-48-7**
- ◆ Dr. Jyoti Dashora, Neha Ajmera (2024), chapter published in Edited Book titled “Emerging Frontiers of Commerce, Management and Information Technology” titled **“Ethos as an Emerging Frontier in Management Profession” ISBN 978-93- 6252-517-8**
- ◆ **Neha Ajmera, Dr. Jyoti Dashora (2024), “Emotional Quotient As A Game Changer For The Medical Sales Profession”** Educational Administration: Theory and Practice, Scopus Indexed, Vol. 30 No. 4 (2024), <https://doi.org/10.53555/kuey.v30i4.2513>
- ◆ Neha Ajmera, Dr. Jyoti Dashora (2023), A Study On "**Exploring The Influence Of Personality Types On The Relationship Between Intelligence Quotient, Job Satisfaction, And Job Performance**" IJFANS International Journal of Food and Nutritional Sciences ,UGC Care Listed (Group-I), Vol 12, Spl Iss 1, 2023, ISSN Print 2319 1775, Online 23207876
- ◆ Neha Ajmera, Dr. Jyoti Dashora (2023), **“Impact of Multiple Intelligence Quotient on the Efficacy of Health Care Sales Professionals”** Journal of Informatics Education and Research, (ABDC Indexed Journal), ISSN 1526-4726 Vol 3 Issue 2 (2023) <https://doi.org/10.52783/jier.v3i2.304>
- ◆ Jyoti Dashora, Neha Ajmera (2023), chapter published in Edited Book titled “Critical Review of the New Education Policy in the Present Context” titled **“The New Education Policy: A Paradigm Shift in Teaching Practices” ISBN 978-93-5570-208-1**

- ◆ **Dr. Jyoti Dashora, Ms. Neha Bhandari, Dr. Manoj Kumawat (2023)** Conference Proceeding- on “Ongoing Research in Management & IT organized” by Audyogik Shikshan Mandal, Pune, India on 19th-21st January 2023. Titled- “**The New Education Policy: A Paradigm Shift in Management Teaching Practices**” P.-36

- ◆ Jyoti Dashora, Neha Bhandari, Manoj Kumawat, Aakansha Maru (2023), “**Consumer Experience Management in the Healthcare Industry with Special Reference to the Application of Artificial Intelligence**” European Economic Letters (ABDC Indexed Journal), ISSN 2323-5233 Vol 13, Issue 3 (2023) <https://doi.org/10.52783/eel.v13i3.269> <http://eelet.org.uk>

- ◆ Neha Ajmera, Jyoti Dashora (2023), “**Russia-Ukraine Conflict: Result For The Indian Economy**”, Business, Management and Economics Engineering, ISSN: 2669-2481 eISSN: 2669-249X, 2023 Volume 21 Issue 01

- ◆ Neha Ajmera, Jyoti Dashora (2023), “**A Research On The Health Of E-Commerce Workers of Chittorgarh District**” Asian And Pacific Economic Review, ISSN: 1000- 6052 VOL 16, ISSUE 1, 2023

- ◆ Neha Bhandari, Jyoti Dashora, Sandeep Kumar Chaurasia, (2022), “**Mobile Learning as an Innovative Training and Development Practice in Corporate World with reference to Different Sectors**” Shodhsamhita Peer Reviewed/ Refereed & UGC Care Listed Journal Vol. IX- Issue II, July 2022, ISSN – 2277-7067

- ◆ Jyoti Dashora, Neha Bhandari. (2022)-Chapter Published in Edited Weser Book titled ‘Innovations in Finance, Business Processes and Technology during Crisis’, Germany titled “**Human Resource Ergonomic Practices in E- Commerce Industries**” ISBN - 978-3-96492-353-0. PP- 28-33.

- ◆ Sandeep Kumar Chaurasia, Jyoti Dashora, Tanuja Singh, Neha Bhandari, (2022), “**A Study on Working Capital Management in Selected Dairies of India**”, *High Technology Letters* (SCOPUS Indexed Journal) VOLUME 28 ISSUE 2 ,pp.- .96-104,

- ◆ Dr. Sandeep Kumar Chaurasia, Dr. Jyoti Dashora, Ms. Neha Bhandari, Dr. Lokesh Mali (2022), “**An Empirical Study Of Measuring Revenue And Profitability Of**

Pharmaceutical Companies In India”, Manager- The British Journal of Administrative Management, Volume 58 Special Issue, ISSN- 1746 1278

PAPER PRESENTATION

- ◆ Paper presented in 2 Day International Conference on Innovation and Challenges in Computing and Innovative Technologies for a Sustainable Future, organised by British University, Vietnam in Dec 2024.
- ◆ Paper presented in 3 days International Conference on ‘Recent Trends and Innovations in Applied Sciences for Sustainable Development of Environment’ organised by Sangam University on 22nd – 24th April 2024.
- ◆ Paper Presented in 2 Days International Conference of Marketing on ‘Consumer Experience in the Digital Era’ organized by IIM Bodhgaya on 14th-15th April 2023 titled “Consumer Experience Management In Healthcare Industry With Special Reference To Application Of Artificial Intelligence”.
- ◆ Paper Presented in 3 Days International Conference on ‘Ongoing Research in Management & IT’ organized by Audyogik Shikshan Mandal, Pune, India on 19th - 21st January 2023 Titled- “ The New Education Policy: A paradigm Shift in Management Teaching Practices”.
- ◆ Paper Presented in 3 Days International Conference on Analytical & Interdisciplinary Research organized by Sangam University, Bhilwara on 06th, 07th and 08th October 2022 Titled- “A Research on Health of E-Commerce Workers of Chittorgarh District”
- ◆ Paper Presented in 2 Days International Online Conference on The Next Normal – Sustainable Strategies for Changing Global Economy organized by Vision School Of Management, Chittorgarh on 20th & 21st May 2022. Titled- “Transformation of Human Resource Practices Towards Sustainable Survival: The Next Normal- A Next Step”
- ◆ Paper Presented in International Online Conference on Future of Commerce and Management in Indian Economy (FCMIE-2022) organized by Academy association of Commerce and Management on 13th March 2022. Titled- “Russia-Ukraine could lead Disruption in operation of E-Commerce Industry”
- ◆ Paper Presented in International Virtual Conference on Resilience & Reinvention of Business in The VUCA World organized by Amity University Commerce ABC IX,

Madhya Pradesh on 13th November 2021. Titled- “Human Resource Ergonomics in E-Commerce Industries”.

- ◆ Paper Presented in International Conference at Prestige Institute of Management and Learning, Indore, Madhya Pradesh in Jan 2020, Titled- “M-Learning as an innovative Training and Development Practice in Corporate World with reference to different sectors”.

SEMINARS/WORKSHOPS/FDP’

- Participated in 15 days NEP 2020 Orientation & Sensitization Programme organized by MM-TTP of UGC organized by Devi Ahilya Vishwavidyalaya, Indore from 5 Feb- 15 Feb 2024.
- Participated in 5 days virtual FDP on “Bridging Boundaries: Exploring Multidisciplinary Research” organised by Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore from 16 Oct-20 Oct 2023.
- Participated in the 1 Day Workshop on “Research Ethics, Tools & Altmetrics” organised by the Internal Quality Assurance Cell, Sangam University, held on 27th July 2022.
- Participated in the 05 day virtual FDP on “Data Visualization and Storytelling through Tableau” from 29th May 2023- 2nd June 2023 organized by IQAC held at IILM Jaipur.
- Participated in the NAAC sponsored 02 days National Workshop on “Challenges before HEIs in remote areas for achieving quality improvement through Assessment & Accreditation Process” organized by Internal Quality Assurance Cell (IQAC) held at Sangam University, Bhilwara on 24th & 25th November 2022.
- Participated in the 02 Days Online National Seminar on “Challenges and Innovative Measures for Enhancement of Education and Research in HEIs of Rural Areas” from October 14, 2022 to October 15, 2022 sponsored by National assessment & Accreditation Council, Bengaluru at Mewar University, Chittorgarh.
- Participated in the 07- Days Online Workshop on “Social Media Marketing” organised by the Indian Teacher Education Community from 01 August to 07 August 2022.
- ◆ Participated in the 02 days Faculty Development Program on “Benchmarking Quality Enhancement Initiatives through Innovative Practices” organized by Internal Quality Assurance Cell (IQAC) held at Sangam University, Bhilwara on 12th & 13th July 2022.

- ◆ Participated in the 01 day online Faculty Development Program on “Advanced Research Methodology” organized by IILM Academy Of Higher Learning, Jaipur on May 27th 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 the 2 day Entrepreneurship Development Workshop on 10th & 11th February 2022 organized by Training & Placement cell at Sangam University, Bhilwara
- Participated in 2 day FDP on Research Methodology on 18th & 19th February 2022 held at Vision School Of Management, Chittorgarh
- 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 IQAC, Govt. Vikram College, Khachrod, Dist-Ujjain (M.P.) under the aegis of WB-MPHEQIP’s “Academic Excellence” initiative.
- Attended 7 days online FDP on “ Learn MS Excel “ by Dr. R. D. Chaudhari & Dr. P. B. Shah from 24th to 30th September 2021, organised by the Indian Teacher Education Community.
- Attended 7 days FDP on “ICT Tools for Effective Teaching Learning” from 26th July to 2nd August 2021, organised by IQAC, Sangam University, Bhilwara, Rajasthan.
- Attended 9 days FDP on “NAAC Accreditation Framework: An Overview in respect of New Guidelines” from 17th to 25th August 2021 organised by Sage University Indore, Christian Eminent College Indore, Research Foundation of India, JHERF & Academic Research Guide Association
- Attended 2 days FDP on “Changing Teaching Pedagogy- Experiential Learning and Case Study” in January 2020 organised by Vision School Of Management, Chittorgarh.
- Attended 2 days FDP on “Advanced Research Methods and Analytical Tools” in Sep 2019 organised by Vision School of Management, Chittorgarh.

BASIC KNOWLEDGE OF

- Administrative work
- Student counseling

JOB PROFILE:

- ◆ Teaching
- ◆ Administrative work
- ◆ Counseling

AREA OF INTEREST:

- ◆ Teaching

SKILLS

- ◆ Language proficiency : English, Hindi.

MY ATTRIBUTES:

Hard Working

Positive Attitude

Punctuality

PERSONAL PROFILE

Full Name : **Ms. Neha Ajmera**
Father's Name : **Satish Ajmera**
Date of Birth : **12th January 1990**
Gender : **Female**
Religion : **Hindu**
Nationality : **Indian**

DECLARATION:

I declare that all above information is true to the best of my knowledge.

Dr. Neha Ajmera
Place: Bhilwara