

Dr.shweta  
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### **CAREER OBJECTIVE**

To be an individual whose main concern to gain knowledge and increase the performance in teaching and research management

### **SPECIALISATION**

- Marketing (major)
- Rural marketing
- Human resource management

### **PROFESSIONAL QUALIFICATION**

- PhD in Management in Rural Marketing from H.N.B.G. Central University.  
Topic- "Brand Awareness, Consideration and Decision Making Of Rural Consumer With Respect To Durables".
- Bachelor of Education (B.Ed) from H.N.B.G. Central University Srinagar Garhwal with 76% marks in 2009
- One year Diploma in Web Designing RDBMS and Application Development.
- One Month Diploma in Call Centre Training from UTECH.

### **EDUCATIONAL BACK**

- Master's of Management with 63% marks in 2006 H.N.B.G. Central University Srinagar Garhwal.
- Bachelor of Commerce from H.N.B.G. Central University, Srinagar Garhwal with 63% marks in 2004.
- Passed Intermediate in Commerce from C.B.S.E Board K.V.No.1 Central School, Uttarakhand with 72% marks in 2001.
- Passed High School from C.B.S.E Board K.V.No.2 Central School with 55% marks in 1999.

### **PROFESSIONAL EXPERIENCE**

- Taught Marketing and International Business to M.Com and B.Com students at H.N.B.G. Central University Srinagar Garhwal as a part of PhD program.
- Worked as an assistant professor in commerce department of MKP (PG) college Dehradun.

### **PUBLICATIONS/SEMINARS/CONFERENCE**

Paper published - 6

Book published - 1

Paper presented - 4

Workshop - 2

Faculty development program - 1

**PERSONAL INFORMATION**

FATHERS NAME : MR. OM PRAKASH  
GENDER : FEMALE  
PERMANENT ADD : 142, D.L Road, Dehradun  
: Uttarakhand .-248001  
MARITAL STATUS : Married  
NATIONALITY : INDIAN  
LANGUAGES KNOWN : ENGLISH AND HINDI

(SHWETA)