

MAANI SHARMA

**MBA (Marketing /HR)
Pursuing PhD
EXPERIENCE (5 Years)**

ACADEMIC ADMINISTRATION:

Cultural Coordinator.

TEACHING INTERESTS

Consumer Behaviour, Advertising, Brand Management, Internet Marketing

RESEARCH AREA(S)

Brand Loyalty, Online Marketing, Marketing Strategies, Research Methodology

PUBLICATIONS

- Research Paper" CSR-Striking a Balance between Social Benefits and Business Profits" published in IJRMB of Vellore Institute
- Apeejay Stya University Conference Journal," Scramble for Omnipresence: Winning the Battle for Customer's Wallet Share?"
- FIIB International Conference Journal," The Pragmatics of Trading Luxury Brands Online"
- Abstract Publication in Emerald," The Role of Social Media in Creating Value and Consumer Commitment in Service Branding"
- Case publication for UKbased Case center, entitled "Patanjali-A swadeshi twist to modern retailing"
- Research Paper" The Role of Social Media in Service Branding" published in IJRMB of Vellore Institute
- Research Paper" Unlocking the Determinants of Purchase Intentions in Digital Era- A study of Search and Experience Products" in International Journal of Multidisciplinary Research Academy (IJMRA), Vol 8 Issue 1 June 2018(Indexed at: UGC, EBSCO, ProQuest)
- Research Paper" Influence of Brand Trust in Creating e-loyalty from Offline Loyalty: A Literature Review" in Asian Journal of Multidimensional Research journal (AJMR), Vol 7 Issue 6 June 2018(Indexed at: UGC, EBSCO, Ulrich's Periodical Directory, ProQuest.
- Research Paper "What Drives Consumers to be Brand Loyal in Online Buying in Experience Product Category? A Literature Review" in International Journal of Civil Engineering and Technology, Vol 10, Issue 1, Jan 2019

WORKSHOPS AND CONFERENCES ATTENDED

- FDP On Research Tools and Methodology in RDIAS (2nd -8th June,2015)
- National Workshop on Case Development and Analysis, Amity University Noida (22nd August,2015)
- Paper Presentation in 7th National Conference at Apeejay Stya, New Delhi (16th Oct,2015)
- Attended Doctoral Colloquium At IMI, New Delhi (29th Jan,2016)
- Paper Presentation at International Conference Fortune Institute of International Business, New Delhi (5th Mar,2016)
- **Paper Presentation at IIT Delhi** in Conference on Brand Management (16-17 April,2016)
- Attended 7th International Conference at IIM-Indore (5-8 May,2016)

- **FDP at IIM Indore** (24th April-31st May,2016)
- **FDP at Delhi Technological University** (DTU-14th Dec,2016-18th Dec,2016)
- **Workshop on Crafting and Conducting High Quality Research at IIM Ahmedabad** (6thJan-8th Jan,2017)
- **Case Presentation (10-11th Feb,2017) at IIM-Raipur in collaboration with etcase center**

WORKSHOPS CONDUCTED

- **Resource person for FDP at Periyar Management College (Case Writing and Teaching)**
- **MDP on Effective Leadership in Digital Era for Managerial level at V5 Global Services, New Delhi**

EVENTS/ACTIVITIES (Organised)

Management Fest IGNITE2019
Coordinated Anugoonj
Annual Day
Debate Competition
Freshers/Farewell