



Dr. Chetna Sharma Rajput

Assistant Professor Grade –II

Department of Humanities and Social Sciences

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Academic Qualification: Ph.D, MBA(Hons.) Marketing and Retail (Guru Nanak Dev University, Amritsar), BBA (PU, Chandigarh)

Specialization: Marketing & Sustainability (Advertising, Consumption and Buying Intentions).

Achievements/Award

- UGC Net Qualified, 2013.
- MHRD Institute Scholarship (Under Institute Ordinance) for Doctoral Studies, NIT, Kurukshetra.
- Distinction Holder under GNDU, MBA (Marketing & Retail) Examination.
- Awarded Merit Certificate for Securing 10th Position in Punjab under PANJAB UNIVERSITY (PU), Chandigarh, B.B.A. - III Examination..
- Awarded Merit Certificate For Securing 9th Position in Punjab under PANJAB UNIVERSITY (PU), Chandigarh, B.B.A. - I Examination.
- Secured 92nd Rank (B+ Grade) in ALL INDIA ENGLISH PROFICIENCY & GENERAL KNOWLEDGE TEST Conducted by Central Institute for Proficiency in English Language (CIPEL).
- Inter-District Silver medalist in swimming.
- Silver Medalist at District level swimming.

Experience:

Total Experience: 9 Years

Teaching : 6 Years **Research :** 3 Years

Experience Description:

- Guru Nanak Dev University College, Jalandhar (Punjab)
- Dr. B R Ambedkar National Institute of Technology, Jalandhar (Punjab)
- Punjab Engineering College (PEC), Chandigarh
- National Institute of Technology, Hamirpur (HP)

Areas of Interest (Teaching and Research)

- Advertising
- SDG's (in Particular SDG 7, SDG 9 and SDG 12)
- Consumer Psychology
- Start-up, Incubation and IPR
- Innovation and Entrepreneurial Motivation

Administrative & Academic Responsibilities Undertaken:

- Alumni-Member, WIPO (World Intellectual Property Organisation) Academic e-Forum
- Co-Coordinated EIC (Entrepreneurship Incubation Cell) activities and MOOC courses.
- Guided students with Start-up ideas, ventures; progressively to Manage Hyderabad, ZTM BPD etc.
- Member CAPC & Centre Research Committee.
- OIC Co-coordinator, Departmental Website.
- Co-Coordinator- Extra Curricular Activities.
- Centre Superintendent, Institute Examination
- Admissions In-charge BBA and MBA (FYIC) and Co- Coordinator Alumni and Placement Cell
- Course Coordinator for Services Marketing, Marketing Management, Advertising and Brand Management, Business Laws and Business Environment

PG/UG Projects Supervised

- MBA major project on Service Delivery gap- telecommunication sector post Jio arrival.
- Counterfeit v/s Originals- Sustaining Consumer Protection Laws.
- Project on Rural Development Program & Village Adoption Program under VTXL's
- Venture Capital Business Plans under CSR initiatives.

- MBA major project on BAM (Brand Association Model) developed by Nielsen.
- MBA major project on Consumer Confusion- Rhyming Logos and Brand Names.
- MBA major project on Social Marketing
- BBA major projects on Nestle Product Line Extension Strategy
- BBA project on Communication Industry & TRAI

PUBLICATIONS (Journals/ Books)

Journals

- “Euphorically Prudent consumption behaviour: A structurally equated model”, *MERC International journal of management* (January 2019) ISSN 2321 7278, UGC NO- 49370 THOMSON REUTERS INDEXED.
- “Attitude – Value Construct- A review of buying behaviour” *Pacific Business Review International*. ISSN 0974-438X. (2014) WEB OF SCIENCE (ESCI INDEXED) UGC Listed.
- “Cashing upon Emotions: Marketing Energy Efficient Durables among Indian Consumers” *Journal of Marketing Vistas*. Institute of Public Enterprise. ISSN 2249-9067. (2014) UGC Listed.
- “Marketing Sustainable Innovations- A study on energy efficient durables” *International Journal of Management and International Business Studies*. ISSN 2277-3177 (2014)

Papers in Edited Book

- “Outsourcing: An Emerging Strategy for Industrial Growth”, *Emerging Indian Economy in 21st Century Challenges and Opportunities 1st Edition*. Manglam Publications. 2012 ISBN-10:8189972510 ISBN-13:9788189972516
- “Rio+20 and Sustainability”, *Reinventing Marketing for Emerging Markets*, Bloomsbury Publishers. (2013) ISBN:978-93-84052-14-0.
- “Energy Efficient Marketing through Demographic Differentiation”, *Advances in Management for Business Excellence*, Manakin Press. NIT, KKR (2015)

Organized/Participated in Projects/Training/Workshops

- Participated in 5 days Induction Training by NITTTR, Bhopal on Teaching Learning Methods (2021).
- Successfully completed World Intellectual Property Organisation (WIPO) primer course on Intellectual Property & PCT (Patent Cooperation Treaty) Course (2019-2020)

- Coordinator One day National Seminar on current Govt policies on Business Innovations (2018).
- Participated in workshop on GST organized by DU at Kirori Mal College, Delhi (2017)
- Attended Faculty Development Program on Statistical Analysis Using R environment organized by Delhi University- (2017).
- One week short term course on supply chain management held at NIT, Jalandhar (2016).
- Participated in one day workshop on “Content based learning through ICT” organized by NITTTR Chandigarh.
- Committee Member, One day workshop on IPR (Intellectual Property Rights) held at NIT, Kurukshetra.
- 6 Weeks Internee in CMY (Central Marketing Yarns) Dept. Vardhman Textiles Limited, Ludhiana (2009)
- Worked on a live project on “Traffic Management” in association with MC, Amritsar (Punjab).