

Curriculum Vitae

Dr. Bharti

Assistant Professor
Department of Management
Indira Gandhi University, Meerpur, Rewari
Haryana - 123402, India



Contact Details:

Phone : +91-8901421786 (M)

Email : bharti@igu.ac.in
rawatbharti@gmail.com

Address: Department of Management, Rao Tula Ram Building, India Gandhi University, Meerpur, Rewari, Haryana-123402

Educational Qualification

- **Ph.D.** in Business Management on the topic “**Behaviour of Rural Consumer and its Marketing Implications**” from Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, Haryana in year 2012.
- **Master of Business Administration (Marketing)** from Department of Business Management, Guru Jambheshwar University of Science & Technology, Hisar, Haryana in year 2005-07.
- **Master of Commerce (M.Com)** from Guru Jambheshwar University of Science & Technology, Hisar, Haryana in year 2014-16.
- **Bachelor of Business Administration** from DAV Institute of Management, Faridabad affiliated to Guru Jambheshwar University of Science & Technology, Hisar, Haryana in year 2002-05.
- **National Eligibility Test and Junior Research Fellowship (NET-JRF) in Management** conducted by UGC in June, 2010.
- **National Eligibility Test (NET) in Commerce** conducted by UGC in December, 2015.

Teaching Experience

- Presently working as Assistant Professor, Department of Management, Indira Gandhi University, Meerpur, Rewari since June 2018.
- One year experience as Assistant Professor at NIIT University (State Private University), Neemrana, Alwar, Rajasthan from January 2012 to January 2013.

- One year eight months experience as Assistant Professor at Faculty of Management Studies, Mody Institute of Technology and Science, Deemed University, Lakshargarh, Sikar (Raj.) from December, 2009 to August, 2011.
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Research Experience

- Post-Doctoral Fellow in Central University of Haryana, Mahendergarh under UGC sponsored “Dr. S Radhakrishnan Postdoctoral Fellowship in Humanities and Social Sciences (including languages)” since November 16, 2015 to June 12, 2018.
 - 2 years’ experience as Project Fellow in UGC sponsored Major Research Project entitled “Understanding Rural Consumers and Impact of Marketers’ Efforts on Their Mindset- A Case Study of Select Consumer Products in Rural Haryana” from October, 2007 to September, 2009.
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Subjects of Interest

- Marketing Management
 - Consumer Behaviour
 - Organizational Behaviour
 - Business Legislation
 - Marketing Research
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Additional Assignments

- Member of DRAC, Department of Management, Indira Gandhi University, Meerpur, Rewari from April, 2021 onwards
 - Programme Officer, NSS Unit-3, Indira Gandhi University, Meerpur, Rewari.
 - Member, Annual Report Committee for the year 2017-18 and 2019-20.
 - Member, Ph.D. Ordinance (w.e.f. 2020) Committee.
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Courses/Events organized

- Organising Secretary of One week Faculty Development Programme on MOOCs and Moodle Based Learning Management System organized by Indira Gandhi University, Meerpur, Rewari, Haryana, June 15-22, 2020.
- Organising Secretary of One Week e-workshop on Practical Approach to Data Analysis organized by Indira Gandhi University, Meerpur, Rewari, Haryana, June 08-14, 2020.
- Coordinator, One Week Colloquium on Research Methodology organized by Indira Gandhi University, Meerpur, Rewari, Haryana, May 18-23, 2020.

Extension Lectures

- Delivered lecture on ‘Sample Design: Methods, Tools and Techniques’ in One Week Colloquium on Research Methodology organized by Indira Gandhi University, Meerpur, Rewari, Haryana, May 18-23, 2020.
 - Delivered expert lecture on ‘Research Design’ in One Week e-workshop on Practical Approach to Data Analysis organized by Indira Gandhi University, Meerpur, Rewari, Haryana, June 08-14, 2020.
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Orientation/FDP Courses attended

- One week Faculty Development Programme on MOOCs and Moodle Based Learning Management System organized by Indira Gandhi University, Meerpur, Rewari, Haryana, June 15-22, 2020.
 - Orientation Programme for Faculties in Universities/colleges/Institutes of Higher Education, organized by Teaching Learning Centre, Ramanujan College, University of Delhi under the aegis of Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, Ministry of Human Resource Development, June 26-July 24, 2020.
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Paper presentation in International/ National Conferences

International

1. “Women Empowerment Ecosystem: Concept Development and Definition”, International Conference on Women’s Participation in Economic and Social Development in South Asia: Role, Status and Challenges, Women Study Centre and Baba Mast Nath and Chand Nath Chair, Indira Gandhi University, Meerpur, Rewari, February 21-22, 2019.
2. “Determining the consumer’s perceived influential aspects of TV advertising and their impact on consumer behaviour”, First International Marketing Conference (MARCON 2010), Indian Institute of Management (IIM) Calcutta, Kolkata, December 27-29, 2010.
3. “Impact of durables on consumer’s mind: an empirical study of Rural Haryana”, International Conference on Strategic Marketing of Consumer and Technology Products, University Business School (UBS) Regional Centre, Ludhiana, December 10-11, 2010.
4. “Determinants of Marketing Communication-A Study of Television in Rural Haryana”, 7th International Conference on New Paradigms in Management Theory and Practice, Punjab Commerce and Management Association, School of Management Studies, Punjabi University, Patiala, September 04-05, 2010.
5. “Marketing of Pesticides in Rural Haryana”, International Conference on Agripreneurship and Rural Development, Faculty of Management Studies, Banaras Hindu University, Varanasi, Uttar Pradesh, Dec 05-06, 2009.

6. “The Role of Optimum Stimulation Level in Consumer Exploratory Behaviour: An empirical study of working male and working female”, International Conference on New Global Economic Order: Challenges and Opportunities, JK Business School, Gurgaon, Haryana, August 19-20, 2009.
7. “Consumer Shopping Behaviour in Organized Food & Grocery Stores - A Case Study of National Capital Region” in 3rd IIMA Conference on Marketing Paradigm in Emerging Economies, Indian Institute of Management (IIM), Ahmedabad, Gujarat, January 07-09, 2009.
8. “Does Branding Matter: An Empirical Study of FMCG Products in Rural Haryana”, 2nd International Conference on Management Sciences and Arts, Faculty of Management Studies, Gurukul Kangri University, Haridwar, Uttarakhand September 15-17, 2008.

National

9. “Factor determining Marketing Communication: A Study of Television in Rural Haryana”, National Conference on Current Trends in Business & Economics, SD(PG) College, Panipat, February 15-16, 2020.
10. “Servqual Measurement in Hypermarkets” HSB 4th Annual National Conference on Business and Management, Haryana School of Business, GJUS&T, Hisar, Haryana, February 9-10, 2012.
11. “Impact of Advertising on Children-A Perspective of Adults in Haryana” HSB Annual National Conference on Business and Management, Haryana School of Business, GJUS&T, Hisar, Haryana, March 10-11, 2011.
12. “Analysing the Impact of Television Advertisement on Buying Behaviour: An Empirical Study of Teenagers’ Perspective” HSB 1st Annual Conference on Business and Management, Haryana School of Business, GJUS&T, Hisar, Haryana, March 19-21, 2009.
13. “Awareness and Consumption Pattern of Rural Consumers Towards Home and Personal Care Products” in National Conference on Marketing to rural consumers-Understanding and tapping the rural market potential, Indian Institute of Management (IIM), Kozhikode, Kerala, 3-5 April, 2008.

Paper presentations in Seminars

- National Seminar on Consumer Protection in e-commerce and Digital Era: Issues and Challenges, Department of Law and Department of Commerce, Central University of Haryana in collaboration with Centre for Consumer Studies, IIPA, New Delhi, September 17-18, 2018.
- “Assessing Industrial Spread Before ‘Make in Haryana’” National Seminar Make in Haryana: A Road Ahead, Department of Economics, School of Arts, Humanities and Social Sciences, Central University of Haryana, Mahendergarh, March 17-18, 2016.
- “Future Destination of Corporate World - Indian Rural Market” National Seminar on Emerging Marketing Strategies, Department of Commerce, CRM Jat College, Hisar, Haryana, February 20, 2010.

Workshops attended

- One Week e-workshop on Practical Approach to Data Analysis organized by Indira Gandhi University, Meerpur, Rewari, Haryana, June 08-14, 2020.
 - One Week Workshop on Professional Development and Capacity Building of teachers of Higher Education Institutions in School of Education, Central University of Haryana organized under the aegis of Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching Scheme in collaboration with Haryana State Higher Education Council, March 11-18, 2019.
 - National Workshop on Methodological Issues in Business Research, Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, Haryana, March 7-8, 2009.
 - National Workshop on Intellectual Property Rights and its Commercialization Process, Guru Jambheshwar University of Science & Technology, Hisar, Haryana, December 4, 2008.
 - National Workshop on Research Methods in Business and Management, Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, Haryana, March 26-28, 2008.
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Research publications

Journal

1. "Effect of OSL on Consumer Exploratory Behaviour - A Comparative Study of Delhi and Kolkata", HSB Research Review, *ISSN 0976-1179*, July-Dec 2015 & Jan-June 2016, Vol 9 (2) & 10 (1), pp. 63-72.
2. "Impact of Durables on Consumers' Mind: An Empirical Study of Rural Haryana", Apeejay Journal of Management, *ISSN 0974-3294*, July 2012, Vol. 7, No. 2, pp. 31-45.
3. "Segmenting Two Wheeler Market in India: A Study of Rural Haryana", Pragyaa-Journal of Management, *ISSN 0975-9603*, January-June 2011, Vol. 2, No.1, pp. 43-52.
4. "Influence of Durable Possession on Rural Consumers: A Study of Haryana", AMITY Management Analyst, *ISSN 0975-1440*, July-December, 2010, Vol. V, No. II, pp. 48-56.
5. "Book Review on India's Century: The Age of Entrepreneurship in the World's Biggest Democracy", Pragyaa- Journal of Management, *ISSN 0975-9603*, January-June 2010, Vol. 1, No.1, pp. 59-60.
6. "Home and Personal Care Products: Awareness and Consumption", SCMS Journal of Management, *ISSN 0973-3167*, April-June 2009, Vol. 6, No. 2, pp 23-36.
7. "A Study of Consumer Shopping Motives Regarding Organized Food & Grocery Stores in NCR Region" Indian Retail Review, *ISSN 0972-8678*, Jan-June 2009, Vol.3, No.1, pp. 13-22.
8. "Does Branding Matter: An Empirical Study of FMCG Products in Rural Haryana", Pragyaa: Journal of Management, *ISSN 0974-5505*, Dec. 2008, Vol. 6, No. 2, pp. 39-44.

Edited Book

9. “SERVQUAL Measurement in Hypermarkets” Business Management: Key Research Issues (Edited Book), Excel Books, New Delhi, pp. 660-674.
10. “Impact of Advertising on Children - A Perspective of Adults in Haryana” Business and Management Contemporary Research Issues (Edited Book), ISBN 023032185-2, Macmillan Publishers India Ltd., New Delhi, 2011, pp 369-377.
11. “The Role of Optimum Stimulation Level in Consumer Exploratory Behaviour: An empirical study of working male and working female” New Global Economic Order: Challenges & Opportunities (Edited Book), ISBN 81-904362-9-5, Research India Publication, Delhi, 2009, pp 551-562.
12. “Analysing the Impact of Television Advertisement on Buying Behaviour: An Empirical Study of Teenagers’ Perspective” Contemporary Researches in Business Management (Edited Book), ISBN 978-93-80097-14-5, Vayu Education of India, Delhi, 2009, pp. 271-277.

Conference Proceeding

13. “Consumer Shopping Behaviour in Organized Food & Grocery Stores - A Case Study of National Capital Region”, Proceedings of 3rd IIMA Conference on Marketing Paradigm in Emerging Economies held on January 7-9, 2009, IIM, Ahmedabad, pp. 587-593.
14. “Awareness and Consumption Pattern of Rural Consumers Towards Home and Personal Care Products” Proceedings of Conference on Marketing to rural consumers- Understanding and tapping the rural market potential IIM, Kozhikode, April 2008, pp. 93-107.

Other administrative assignments

- Member of PGBOSR, Department of Management, Indira Gandhi University, Meerpur, Rewari from Feb. 2019- Feb. 2021.
- Associate Editor, Pragyaa- Journal of Management, ISSN 0975-9603, Faculty of Management Studies, MITS University from December 2009 to August, 2011.
- Assistance in organization of HSB 1st Annual Conference on Business and Management held in March 2009 at Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar.
- Editorial Assistance in publication of *Contemporary Researches in Business Management* (Edited Book), Vayu Education of India, Delhi, 2009.

Academic Achievements

- Gold Medalist in MBA (Marketing) for the batch 2005-07.
- Gold Medalist in BBA for the batch 2002-05.