

**NIDHI SHARMA**

**Assistant Professor**  
**PG Department of Commerce**

[nidhisharma@mcmdavcwchd.in](mailto:nidhisharma@mcmdavcwchd.in)

**Area of Interest**

**Taxation and Finance**

**Educational Details**

<b>Degree</b>	<b>Year</b>	<b>University</b>	<b>Percentage</b>	<b>Medals/ Positions</b>
Pursuing Ph.D	2018	Punjabi University Patiala	Pursuing	
NET	2006	UGC	Pass	
PGDBA	2006	Symbiosis (SCDL)	A+	Distinction
M.Com	2003	GNDU	70.2%	Distinction
B. Com	2001	GNDU	65%	

**Professional Details**

<b>Designation</b>	<b>From</b>	<b>To</b>	<b>Organization</b>
Assistant Professor	8th September, 2009	Till date	Mehr Chand Mahajan DAV College for Women, Chandigarh
Assistant Professor	July 2007	April 2008	Govt College for Girls, Sector 11, Chandigarh
Assistant Professor	July 2004	February 2007	DAV College, Amritsar

**Research Publications**

<b>Title</b>	<b>Journal</b>	<b>ISSN</b>	<b>Year</b>
Understanding Role of Fonts in Linking Brand Identity to Brand perception	Scopus Indexed Peer Reviewed, International Journal of Corporate Reputation Review	<a href="https://doi.org/10.1057/s41299-021-00127-3">https://doi.org/10.1057/s41299-021-00127-3</a>	2021.
Moocs: When Knowledge Meets Network	PIMT Journal of Research (UGC Care listed)	2278-7925	2020

Study of Sustainability Branding through Green Marketing	Studies in Indian Place Names (UGC Care listed)	2394-3114	2020
The Effects of Ecological Marketing on Branding Strategies	Studies in Indian Place Names (UGC Care listed)	2394-3114	2020
Impact of E-branding Strategies on Consumer Behavior	Recent Developments in Social Science and Business Management	978-93-89657-90-6.	2020
Online Marketing in India-Potential and Issues of Concern	Synergy-Journal of Commerce and Management.	2454-7603	2016
Contemporary Indian Women - An Icon of Western Culture	Shodhdhara	2320-2726	2016
Role of Media in human Rights	Human Rights in Contemporary India	978-93-5113-878-5	2016
Rural Entrepreneurship	Rural Development for Inclusive Growth in Punjab	978-81-8342-422-6	2017

#### Books Published

Title	Publisher	ISBN
Production And Operations Management	Kalyani Publications (2016)	978-93-272-6736-5

#### Courses/Workshops Attended

- ❖ Completed a 7 days Rusa sponsored Online Faculty Development Programme on “The Marginalized: Continuities and Changes” from 02.03.2022 to 08.03.2022 conducted by Human Resource Development Centre, Panjab University in Collaboration with Dr B.R. Ambedkar Centre, Panjab University, Chandigarh.
- ❖ Completed a 7 days Rusa Sponsored Online Faculty Development Programme on “Effective Communication in Digital Era” from 14.01.2021 to 20.01.2021 conducted by School of Communication Studies, Panjab University in Collaboration with UGC-Human Resource Development Centre, Panjab University Chandigarh.
- ❖ Presented a research paper titled “Investigating Association between Color and Semiotics: A case of Google Logo” in an International Research Online Conference on Reimagining Business-Focus on Customer, held at Boston, October 31st, 2020.
- ❖ Completed a 14 days National Faculty Development Programme from 17th -30th June, 2020 on Data Analysis for Research in Social Sciences conducted by MHRD, Teaching Learning Centre, Ramanujan College (University of Delhi) and Indian Accounting Association, NCR Chapter.
- ❖ Completed a Four-week online course from 22nd May-18th June, 2020 through mookit.co titled “Cooperative Learning Pedagogy” conducted by GHG Khalsa College of Education,

Gurusar Sadhar, Punjab (India) developed under the UNESCO's OE4BW online mentoring Program-2019.

- ❖ Completed a 14 days UGC Sponsored Refresher Course in Research Methodology in Social Sciences (Interdisciplinary) from 20-08-2019 to 02-09-2019 organised by Department of History, Panjab University, under the auspices of UGC -HRDC, Panjab University, Chandigarh.
- ❖ Completed a 21 days UGC Sponsored Refresher Course in Human Rights and Gender Studies (Interdisciplinary) from 07-03-2015 to 27-03-2015 organised by Department of Centre for the study of Social Exclusion and Inclusive policy, Panjab University, under the auspices of UGC -HRDC, Panjab university, Chandigarh.
- ❖ Completed a 28 days UGC Sponsored Orientation from 03-05-2012 to 30-05-2012 organised by UGC Academic Staff College, Panjab University, Chandigarh.