

1. **Name of faculty:** Shikha Nainawat
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3. **Designation:** Assistant Professor
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10. **List of Publications:**

<b>Authors name</b>	<b>Title of paper</b>	<b>Name of Journal</b>	<b>Vol.no</b>	<b>Pages from – to</b>	<b>Year</b>
Shikha Nainawat	Preparation of Project Plan for Entrepreneurship	International Journal for Development Studies (IJDS)	First Edition	276-295	2014
Shikha Nainawat	Online Customer Buying Behavior	International Journal for Development Studies (IJDS)	Vol-VII	99-102	2015
Shikha Nainawat	Organization and Functions of Agricultural Marketing	International Journal for Development Studies (IJDS)	First Edition	16-27	2015
Shikha Nainawat	Challenges of Brand Building in the Global Marketing	International Research Journal of Management Science and Technology (IRJMST)	Vol-VI	31-36	2015

**14. List of Conferences /Symposium/Refresher Courses attended:**

- **Paper Presented-**International Conference on “Social Responsibility in Economy Prospective – A Global Issue”, Organized by S. S. Jain Subodh P.G. (Autonomous)

College, Paper entitled “Micro Finance and Social Responsibility”, Dated 11-13 January 2014 .

- **Paper Presented-** National Conference on “Immerging Computing Technologies in Modern Era”, Organized by S. S. Jain Subodh P.G. (Autonomous) College, Paper entitled “Business Process Management”, dated 22-23 January 2014.
- **Paper Presented-**National Conference on “Changing Scenario of Business Management and Finance in India”, Organized by S. S. Jain Subodh P.G. (Autonomous) College, Paper entitled “Rural Marketing”, Dated 30-31 January 2014.
- **Seminar Attended-** National Seminar On “Environmental Conservation and Sustainable Development : Issues and Challenges”, Organized by Indira Gandhi Center For Human Ecology ,Environmental and Population Studies University of Rajasthan Jaipur, Dated June 5<sup>th</sup> 2014.
- **Paper Presented-** National Conference on “Environment: Ancient and Modern Prospective and Annual Meeting of Society for Science and Environment”, Organized by Department of Zoology, M.S.J. Government College Bharatpur Rajasthan, Paper entitled “Tourism and Environment” Dated 4-6 December 2014.
- **Paper Presented-** National Conference on “Social Exclusion and Inclusive Development”, Organized by Department of Sociology and Center for the Study of Social Exclusion and Inclusive Policy University of Rajasthan Jaipur, Paper entitled “Gender Inequality in India”, dated 21-23<sup>rd</sup> December 2014.
- **Paper Presented-** International Conference on “Contemporary Consideration on Social, Cultural Context” Organized by Jai Narayan Vyas University Jodhpur Rajasthan, Paper entitled “Status of Woman in Indian Society” Dated 10-11<sup>th</sup> January 2015.
- **Paper Presented-** National Conference on “Women Empowerment & Higher Education” Organized by Center for Women’s Studies, University of Rajasthan Jaipur, Paper entitled “Women Empowerment in India through Sewing” Dated 28-29 January 2015.
- **Paper Presented-** National Seminar on “Emerging Challenges and Prospects of Indian Economic”, organized by Department of Economics Faculty of Arts, Jai Narayan Vyas University Jodhpur Rajasthan, Paper entitled “Challenges for Indian Economy” Dated 14-15 February 2015.

- **Paper Presented-** National Conference on “Globalised Growth and Indian Challenges”, organized by Department of Business Finance and Economics Faculty of Commerce and Management Studies, Jai Narayan Vyas University Jodhpur Rajasthan, Paper entitled “HR Governance and Organizational Sustainability” Dated 20-21 February 2015.
- **Paper Submitted-**International Conference on “Competency Building Strategies in Business and Technology For Sustainable Development” Organized by Shri Ganesh School of Business Management, Tamil Nadu, Paper entitled “Service Marketing”, Dated 20th February 2015.
- **Paper Presented-** International Conference on “Marketing (ICM)-2015 Contemporary Challenges across the Globe”, Organized by IIS University Jaipur, Paper entitled “Promotional Mix Issues”, Dated 3-4<sup>th</sup> April 2015.
- **Paper Presented-** National Conference on “Financial Inclusion & Inclusive Growth”, Organized by Department of Economic Administration and Financial Management University of Rajasthan, Jaipur. Paper entitled “Infrastructure Sector Reforms”, dated 22-23 December, 2015.

**15. Membership of technical societies / academic bodies/ national or international organization (if any):**

International Journal of development studies (IJDS)