

Cover letter

Dear Sir,

In anticipation of an opportunity providing intellectually challenging work where my meticulous efforts as personal, technical educational, managerial skills in direction of achieving goal of success to stature the academic community and demonstrate ample credibility for educational leadership, strategic thinking, team building, and resources development for research and consultancy activities with emphasis on entrepreneurship skills contributing towards the development of the society.

I have continuously demonstrated exceptional supervision & analytical capability with a focus on implementing process improvements, developing targeted plans & delivering solutions, with the budgets, timelines & delivering dates. I can provide my excellent management & leadership skills. I feel my strong initiative & Commitment to excellence, coupled with my solid management background will be of immediate value to your organization.

Rich experience in the establishment and running of technical institutions, governing under HEI AICTE guidelines/affiliating Universities and monitor conduct of examinations and central evaluations of answer sheets on behalf of Universities. Have a good experience of the inspection of UGC, AICTE, NAAC, PTU, Conducted Seminars, Conferences, (National & International Conference).

Have experience of partnership development and collaborative working within Higher Education, the Public Sector or Private Sector. Experience in the development of economic development strategies and policies and established external network.

I have good International Academic Relations with various Universities have organizes International conferences and seminars in collaboration with foreign Universities.

Visiting Professor Tomari Pal College Budapest Hungary

Visiting Professor California Institute of Behavioral Psychology USA

I look forward for your response. I would appreciate the opportunity to discuss my candidacy.

Thanks & Regards

Prof. Dr. Rashmi Gujrati
Professor-Management
Dean (International Affairs)
C T University Ludhiana
Punjab, India



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In anticipation of an opportunity providing intellectually challenging work where my meticulous efforts as personal, technical educational, managerial skills in direction of achieving goal of success to stature the academic community and demonstrate ample credibility for educational leadership, strategic thinking, team building, and resources development for research and consultancy activities with emphasis on entrepreneurship skills contributing towards the development of the society.

<u>PROFESSIONAL EXPERIENCE</u>		
Experience	College/Institute/University	Designation
26 Oct 2020	California Institute of Behavioral Neuroscience & Physiology Fairfield USA	Visiting Professor
13 August 2020	Tomori pal College Budapest Hungary	Visiting Professor
16 June 2021 -.....	CT University, Ludhiana India	Professor- Management Dean (International Affairs)
19 Dec 2019- 14 June 2021	Tecnia Institute of Advanced Studies New Delhi.	Prof & Dean(SAC) President IIC (MHRD)
19 Dec 2017-18 Nov 2018	Shree Atam Vallabh Jain College (PUC)	Principal (Approved PCU)
3 July 2016 -16 Dec 2017	Tecnia Institute of Advanced Studies New Delhi	Dean (Management)
3 Sep 2010-26 Nov, 2014	KC Group of Institutions, Una (H.P)	Professor –Principal
29 Jan 2010 -31 Aug 2010	Rajeev Academy Technology and Management Mathura (U.P)	Professor –Dean
2 Jan 2008 –28th Jan 2010	Kalka Institute of Research and Advanced Studies, Meerut (U.P)	Professor -Director

1 July 2002 –31July 2008	Wilsonia Degree College, Moradabad (U.P)	Associate –Professor	
4 July 1990 - 30 June 2002	J.S Hindu Post Graduate College, J.P Nagar (U.P)	Lecturer, Sr, Lecture	
ACADEMIC BACKGROUND			
Year(s)	Qualification(Degree/Diplo ma/ Certificate)	College/Institute/University	%
2006 - 2008	M.B.A (Marketing & Finance)	Punjab Technical University, Kapurthala (Punjab)	68 %
2000 - 2003	Doctor of Philosophy (PhD) “An Analytical Study of Export Management and Brass Art Ware –(A Case Study of Moradabad)”	Hindu Degree College, Moradabad (U.P) Affiliated by:- M.J.P Rohildkhand University, Bareilly (U.P)	--
1988- 1990	M.Com	Hindu Degree College, Moradabad (U.P) Affiliated by:- M.J.P Rohildkhand University Bareilly (U.P)	61.6 %
1986 - 1988	B.Com	Hindu Degree College, Moradabad (U.P) Affiliated by:- M.J.P Rohildkhand University Bareilly (U.P)	54.0 %
1985 - 1986	Intermediate	Gujarat Board Vadodara	58.0 %

Awarded

Awarded Best speaker from AEI MMETSS 2019 International conference Dalai
China . Awarded Best speaker from Tradepreneur Global Academic Platform
Southampton UK.

Awarded GOLD AMBASSADOR AWARD 2021 on Women Leaders Talks by Leader Club
Morracoo NGO Accredited by UNFCCC on 16 March 2021

Projects

UN Sustainable Development Goals -17 Summit 2021 from 01-18th
June, 2021 Under the flag of UN with partnership Tradepreneur
Global Academic Platform UK, Sakarya University Applied Sciences
Turkey, Kodolanyi Janos University, Hungary.

WORKSHOPS/ORIENTATION COURSES ATTENDED

- Entrepreneurship Development Course by Manva Rachna University by AICTE .
- Entrepreneurship Development Programme by DST, NSTEDP in Tecnia Group of
Institutions 22Dec 2016-Jan2017.

- One week workshop on disaster Management 2015 in Indus International University.
- One week workshop on disaster Management 2014 in KC Group of Institution by NYK.
- Two week workshop on Human value In IIT Kanpur Jan2013
- One week Faculty Development Programme on Portfolio Management & online Trading from 19- 23 Dec2011.
- Attended Executive Development Programme from 17 Dec to 22 Dec 2018 Punjab University Chandigarh.
- Attended Seven days FDP from 7 July to 14 July Tecnia Institute of Advances Studies New Delhi.
- One week FDP FDP in KIIT University Bhubaneswar Odisha.
- One week FDP FDP in Sri Sai University Chennai.
- One week FDP was organised in collaboration with Cell for IPR Promotion and Management (CIPAM), Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry Government of India 11- 15 May 2020
- Short term training on Business Data analysis and Research Publication 8-13 March 2021 Organized by faculty of Management Shri Sankarcharya Technical Campus Bhalai Sponsored by AICTE .
- One week FDP Universal Human Value 26-30 April 2021 AICTE
- Two Week Entrepreneur Development Programme 5-17 April 2021 organized by Manav Rachana International Institute Research Studies (Deemed University) Sponsored AICTE
- One week FDP on Intellectual Property rights organized EC& ICT Academic IIT Guwahati 21-27 April 2021
- One week FDP ICT Based Teaching and Learning Process Organized by RCP Roorkee 01-05 July 2021
- One Week Online National Interdisciplinary Workshop on Research Methodology Organised by Faculty of Commerce, Karim City College, Jamshedpur in association with University Department of Commerce and Business Management, Kolhan University, Chaibasa, West Singhbhum, Jharkhand.
- 16 -22 March 2021.
- One week FDP on Innovative pedagogy and effective teaching & E learning organized by IIC (MHRD) IIIMT College from 2-8 June 2021.

MEMBERSHIP

- Member of International Association University.
- Member of All India University.
- Life member of India commerce Association. D 311
- Life member of Indian Accounting Association. JP 257
- Life member of Association of Indian College Principals
- Life member of Association of Indian College Principals Member of Foundation Social Science Research Malaysia
- Member in Reviewer Committee of International Business and Information management Association IBIMA Spain.
- Member of AGBA Association USA.
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EDITORIAL BOARD MEMBER

Board member of International Journal of Engineering Research & Management Technology ISSN:2348-4039I.

- Board Member of International Journal of Academic Research and Development Search ISSN: 2455-4197.
- Board member of International Journal of multi-Dimensional Research of International Journal in Management & Social Science. ISSN NO 2321-1784.
- Board member of International Journal of Applied Research ISSN Print: 2394-7500 | ISSN Online: 2394-5869
| CODEN: IJARPF, Impact Factor: RJIF 5.2.
- Board member of International Journal of Advance Management Research ISSN: 2393- 9664.
- Reviewed conference paper 32nd IBIMA International conference Seville, Spain.
- Reviewed conference paper 33rd IBIMA International conference Spain.
- Reviewed conference paper 34th IBIMA International conference Madrid Spain
- Scientific & Review committee, Advisory Board, Editorial Board and participation in AASE research projects of AASE as a trainer/consultant/researcher. AASE Member ID is AASE-19-695285 Member of Applied and Advance Science Exchange International Academic Conference Chung Yaun Christiana University Taiwan
- Regulatory Board Member of InTraders International Academic Journal. Sakarya University Turkey.
- Editorial Board Member of GI Social Sciences Form Malaysia.
- Editorial Board Member of FSSER Form Kuala Lumpur Malaysia.
- Editorial Board member of International Journal of Economics Finance and Management sciences USA
- Honorary Member of the IJBST Journal
- Editorial Board Member of IJBST Journal Group
- Advisory Member of Research and development and promotion of field of sciences and technology of Techno arête International.
- Advisory member of an International platform for research findings of academic and industry Yanjiu Conference. 2020.
- Phd Guide & Reviewer
- Phd Reviewer of KIIT University Oddisha
- Phd Reviewed MSU Malaysia
- Phd Reviewer of Patan University Gujarat
- Projects Reviewer of MBA & BBA
- Guide of Ph.d students of Sri Venkateswar University Gajarulla
- Supervisor of Phd students CT university Ludhiana, Punjab India.

SESSIONS CHAIRED & CONFERENCES ORGANIZED

- Chaired numerous technical sessions.
- Keynote speaker in many National & International Seminars/ Conferences.
- Delivered plenary sessions.
- Key speaker in International Conference PBS with collaboration of Nottingham University UK and Western Sydney University Australia.
- Invited Speaker in E-Conclave from CT Group of Institutions Jalandhar Punjab India on 5 Aug 2021.
- Invited Speaker in National Conference from VRP Commerce College Mehasdan

Gujrat.

- Invited Speaker in international Conference on Applied Sciences, Engineering & Technology , IFERI 29-23 July 2021. on 1 Aug, 2021
- Invited Speaker in International Conference on Interdisciplinary Applications of Artificial intelligence 2021 (ICIDAAI'21)21.
- Invited Speaker and session Chair in International Conference on Business, management Social And Economical Advancement from Management Institute, Warsaw university of life Science SGGW, Warsawa Poland . 26-26 June 2021
- Invited Speaker from from APG ,Sanskriti University Mathura on International MSME day 27 June, 2021
- Invited as a key note speaker in International Trade conference In Traders Academic Platform on 15-17 April 2019 Turkey.
- Invited Speaker in Academy for Global Business Advancement 16th Annual World Congress on : “Business and Entrepreneurship Development in a Globalized and Digitalized Era July 2-3- 4, 2019 organized by (IIT-Delhi) India & Millikin University, Decatur, Illinois, USA.
- Invited as a Key Note speaker in International conference on Modern Management, Education Technology and social Science on Sept 20-22, 2019 China.
- Invited as a key note speaker in International Trade conference In Traders Academic Platform on 7-8-9 Oct 2019 Turkey.
- Session Chaired in International Conference of Engineering and Management 9-10-11 Jan 2020 Amity University Dubai.
 - Keynote Speaker in International Conference of Management and Technology DCTM Palwal.4th/5th March 2020.
- Invited for Technical Chair session in International Conference of Engineering and Management Amity University London.18/19 June 2020.
- Invited speaker in National conference on Impact of Covid 19 in India: Issues, challenges and Opportunity, 28th June 2020.
- Invited keynote speaker SCMDC 30th June 2020.
- Invites Key note speaker by Dept of Commerce Govt. College Koraput Odisha .on 26 July 2020.
- Invited Keynote speaker on topic New Education Policy 2020 challenges and Opportunity 30th Aug 2020.
- Invited Key Note Speaker in Summer school Organized by Yalova University, Sakarya University Istanbul University. 8/9/10 September 2020
- Invited Key note speaker from 7th Atlas International Congress Budapest Hungary sep 2020.
- Invited Key note speaker on New Education Policy 2020 SMS Varanasi 30 Aug 2020.
- Invited Key note speaker in InTraders Academic platform on 5th InTraders International conference on International Trade 5-9 Oct 2020.
- Invited Key speaker from CT University Ludhiana in upcoming International Conclave on 8th Nov 2020.
- Invited Key note speaker Upcoming Conference from Budapest Hungary, 17 Nov 2020.
- Invited keynote speaker in International conference on Covid 19 impact on Global economic in KIIT University Bhubaneswar.
- Invited speaker in Dr. Ambedkar institute of Technology Bengaluru on topic Retailing Landscape in FMCG Sector –A Global Perspective .16th Oct 2020.
- Invited Key note speaker in international Conference Tomori Pal College Budapest Hungary. On dated 17, Nov 2020.
- Invited Key Note speaker in international Conference organized by Warsaw University Life

Science Poland 27 June 2021.

NATIONAL CONFERENCE

1. Gujrati R: Global Trend of International Business 73th All India commerce Association Bhubaneswar Orissa. 20/21/22 Dec 2019.
2. Gujrati R: Changing Entrepreneurial Mindset in India: An Entrepreneur's Perspective on the Born-Global Approach National Conference of 70th All India Commerce Conference of Indian Commerce Association 12/13/14th Oct 2017.
3. Gujrati R: Women Entrepreneurs in India: Empowerment & Development .on 30th & 31st Jan 2017 in National seminar in IIS university Jaipur.
4. Gujrati R: Demonetization and its effect in India. 18/19 Nov 2017, 40th all Indian Accounting conference organized by Mohanlal Sukhadia University with a long Indian accounting Association Udaipur.
5. Gujrati R: Globalization and its impact on Indian Culture. In National conference on 24th March 2017, Tecnia Institute of Advance studies.
6. Gujrati R: How E-Commerce is playing a Vital Role in Indian Economic Growth. 26th National conference: Tecnia Institutes of Advanced studies. Delhi on 25th Oct 2016.
7. Gujrati R: Globalization: Growing role of emerging markets in shaping global demand; challenges & Issues, 69th All India Commerce Conference, University of Lucknow
11-13th Nov 2016.
8. Gujrati R: The Role of Entrepreneur in economic Development in National Conference on Emerging Trends in Economics Development: KC Group of Institutions Una. April
2013.
9. Gujrati R.: New foreign trade policy and emerging paradigms of Global Business Management. In National Conference on Innovative Strategies For Global Business in Recessionary Times: at KC Institution of Management, Una, 23rd-24th March 2012 (Full Paper Published in Conference Proceedings).
10. Rural Marketing Making the Ends Meet: In National Conference on Managing Growth in the Era of Global Pressures-2012 held at Galaxy Global Group of Institutions, Dinarpur, Ambala February 4th - 5th, 2012.
11. Gujrati R: In AICTE Sponsored National conference on; Service Marketing Strategies to Meet Challenges of Globalization. At Sri Balaji College of Engineering & Technology, Jaipur 27th-28th April 2012.
12. Gujrati R: "India in an Era of Global Uncertainties: Issues, and Opportunities "In National Conference on Emerging Issues and Challenges in Management by 2020 (EICM-2020) at Moradabad Institute of Technology, Moradabad (U.P) 3rd & 4th April, 2012.
13. Gujrati R.: International monetary fund's :Challenges & opportunities .34th All India Accounting Conference & International Seminar on Accounting Education and Research at University of Rajasthan, Jaipur 17th-18th Dec, 2011.
14. Gujrati R.: Challenges in Marketing: Reasons for Existence Green Marketing: In National Conference on Green Technology: Opportunities & Challenges at KC Group of Institution, Nawashahar, 8th -9th April 2011. (Full Paper Published in Conference

Proceedings).

15. Gujrati R: Entrepreneur Development in Rural Area: Challenges and Opportunities. In 63rd All India Commerce Conference of Indian Commerce Association at Goa University, 1-3rd Oct 2010
16. Gujrati R: SMEs Global Market; Challenges, Opportunities and Threats: In National Conference at Maharaja Agrasain Institute of Technology, Pilakhuwa, Ghaziabad, 13th Feb 2010.
17. Gujrati R.: Globalization; Role of Entrepreneur: In National Conference of s Ganapati Institute of Technology, Ghaziabad, and 20 Feb, 2009 (Full Paper Published in Conference Proceedings).
18. Gujrati R.: Entrepreneur's contribution In the economy: In National Conference MANTHAN, on Entrepreneurship Perspective & Practices in Amrapali Institute of Management, Haldwani, 20-21 Nov 2009. (Full Paper Published in Conference Proceedings).
19. Gujrati R: CRM & value chain management –A strategic tool for marketing with e-CRM.: In 61st All India Commerce Conference at D N C, Nagpur, and 27-29 December 2008.

INTERNATIONAL CONFERENCE

1. Entrepreneurship Development in rural area; Challenges and Opportunities: In International Conference on Managing Change in Business & Economy at Pacific University, 6th & 7th April, 2013.
2. Globalized and Digitalized Era July 2-3- 4, 2019 organized by (IIT-Delhi) India & Millikin University, Decatur, Illinois, USA.
3. Gujarat R: Benefits of GST for Startup Business in India, In Mangalmay Group of institution on 18th March 2017.
4. Gujrati R “The Role of Foreign Direct Investment in India's Economic Growth ‘in Tecnia Institute of Advanced studies on 15th April 2017.
5. Gujrati R: Evaluation of Advertising Effects and Effectiveness of Interactive Advertising in CKD institute of management & Technology. Taran Tara Institute of Management Amritsar, In International Multi-stream conference on Technology and Life IMSC-2015, on 8th Nov 2015.
6. Impact of Globalization on Developing Countries & India: In International Conference on Contemporary Innovative Practices in Management at Pacific University, 13th & 14th April, 2012. Gujrati R: Post Recession Challenges in The Market In International Conference on Resurging India- Myths and Realities at Teerthanker Mahaveer Institute of Management and Technology, Teerthanker Mahaveer University, March 17th & 18th, 2012
7. Gujrati R.: Global Financial Crisis: Impact on India. In 4th International Conference on Challenges at GJIMT on 19th-20th Feb, 2010 (Full Paper Published in Conference Proceedings).
8. Gujrati.R, Uygun H, Kaur.P : The evolution of female labour force participation in relation with agriculture, manufacture and service sector and economic growth: A correlation analysis proceeding ISBN no : 978-93-5445-402-8
9. Gujrati.R, Kaur.P : The evolution of female labour force participation in relation with

- agriculture, manufacture and service sector and economic growth: A correlation analysis proceeding ISBN no : 978-93-5445-402-8
10. Gujrati.R, Kaur. R :Comparative Study of India's Biggest Online Food Aggregator-Zomato and Swiggy proceeding ISBN no : 978-93-5445-402-8
 11. Gujrati.R,Priyanka : An Exploratory Study on Students' Perception about Social Media impact on their Academics proceeding ISBN no : 978-93-5445-402-8
 12. Gujrati.R, Uygun H, Jain.T.;; Use of Social Media as a Marketing Tool proceeding ISBN no 978-93-5445-402-8

PUBLICATIONS IN INTERNATIONAL JOURNAL

1. Gujrati R,Uygun Hayri Global Trend in Digital marketing in Amity Journal of computational Sciences ISSN :2456-6616(Online) RNI no: UPENG/2017/76007.
<https://www.amity.edu/ajcs/current-issue.aspx>
2. Gujrati.R,Uygun Hayri : Bilateral Trade ;Between India & Turkey in journal of Business & Trade e ISSN no 2757-6809 <https://journals.subu.edu.tr/index.php/joinbat/article/view/31>
3. Gujrati.R,Uygun.H : Role of Women empowerment in India in Journal Vimarsh: An Endeavour to Share Knowledge" ISSN no ISSN 0976 – 5174Volume 12/ Issue -1January 2021.
4. Gujrati R, Uygun Hayri: Digital Marketing: Changing Consumer behavior Inder science of Forensic Engineering(IJFE) ISSN No.1744-9952
5. Gujrati R, Uygun Hayri: Digital Innovation : Changing the face of business Int. J. Forensic Engineering, Vol. x, e-ISSV No 1744-9952No.
6. Gujrati r, Uygun Hayri Service Exports Opening new Path of Opportunities ISSN no:1006-7930doi.org/10.37896/JXATI(s).3/803 <http://xajzkjdx.cn/Special-Issue-1/>
7. Gujrati R, Uygun Hayri: A World of Change: A Study of Human and Climate Elements Vimarsh Journal Upcoming (2021 Dec Issue)
8. Gujrati R, Uygun Hayri Entrepreneurship and Innovation – Two Sides of the Same Coin SMS Journal ofEntrepreneurship & Innovation ISSN No 2349-7920.
9. Gujrati R,Uygun Hayri : Impact on Global Economics Publish in Amity Journal of computational SciencesISSN:2456-6616. <https://www.amity.edu/ajcs/current-issue.aspx>
10. Gujrati R,Uygun Hayri : Role of strategic Entrepreneurship to Developed the enterprises in SMS Journal ofEntrepreneurship & Innovation ISSN No 2349-7920.
11. Gujrati R; Role of Strategic Entrepreneurship to develop the enterprises in SMS Journal ofEntrepreneurship & Innovation. ISSN no 2349-7920.
12. Gujrati R.: The role of Intellectual property for SMEs, Innovation and Economic Growth in India. International Journal in Management and Social Science (Impact Factor- 6.178) Vol.05 Issue-07, (July, 2017) ISSN: 2321-1784 <http://ijmr.net.in/currentijmss.php?p=VOLUME%205,Issue> 207, July,2017
13. Gujrati R.: SME's in India: The Challenges a Head in International Journal of Entrepreneurship & Business Environment Perspective; ISSN: 2279-0918 (PRINT)ISSN: 2279-0926 (ONLINE); IMPACT FACTOR - 2016: 7.487.
14. Gujrati R.: Prospects and challenges: Women's economic empowerment in India. "International Journal of Advanced Research and Development" ISSN No 2455 4030, Impact factor 5.24_
<http://www.advancedjournal.com/archives/2016/vol1/issue10>
15. Gujrati.R: Entrepreneurship and Entrepreneurial Culture: Promoting entrepreneurial Culture, attitudes and skills. In International journal of Entrepreneurship & Business environment perspective. ISSN no 2279- 0918(o) 2279-0926 (P) Impact factor 6.782.(Hard copy)
16. Gujrati.R. Public Sector Policy: Policies Supporting Innovation in social & public

- sector. Journal of Applied Research ISSN No 2394-7500 impact factor ISRA 5.2, Jan 2016. ISSN Print: 2394-7500 ISSN Online: 2394-5869 Impact Factor: 5.2IJAR 2016; 2(2): 737-743 www.allresearchjournal.com
17. Gujrati R: Effective Public-Private Partnership for Innovation – An Indian experience: Issues and prospects. In Global Impact Factor: 0.326 ISSN: 2278-5973, June-2015.(Hardcopy)
 18. Gujrati R: Growth Strategy in Small Entrepreneurial Business Organization: Entrepreneurship and Small Business Development publish in Common wealth journal of commerce management research ISSN 2393-851X May Issue Volume 2 - 2015 May2015.
 19. Gujrati R.: The Role of SMEs in the economic Development .Masters International Journal of Management Research and Development.ISSN:2347-9043 (MIJMRD Vol I, Issue I, November,2013 mastersjournals.com/pdf/MIJMRD_VOL_I_ISSUE_I_86_97
 20. Gujrati R.: Causes and Remedies of Parallel Economy in India for publish in International Journal inManagement and Social Science ISSN 2321-1784 <http://ijmr.net.in/currentijmss.php?p=VOLUME%205,ISSUE%206,June>,
 21. Gujrati R.: India’s March towards “Faceless, Paperless, Cashless Economy – in International Journal ofCommerce and Management Research ISSN: 2455-1627.(June) <http://www.managejournal.com/archives/2017/vol3/issue6>
 22. Gujrati R.: India: Demonetization of currency and its implications in International Journal of AppliedresearchISSN Print: 2394-7500ISSN Online: 2394-5869. <http://www.allresearchjournal.com/archives/?year=2017&vol=3&issue=5&part=K>
 23. Gujrati R.:The Effects of Digitization on Economic Growth &Opportunities for India in the Digital Economy Research Journal of social and life science ISSN No 0973-3914.ResearchJournalsRNI No.MP BIL 01034/12/1/2005-TC / ISSN 0973-3914 (UGC Sl. No.1962, Journal No.40942, Impact Factor 3.112)
 24. Gujrati R.: GST for India – Challenges for Success in India in International Journal of Applied FinancialManagement Perspective: ISSN no 2279-0896(P) 2279-090X (O) Impact factor 7.067.
 25. Gujrati R.: Trends toward Globalization : challenges & Issues in Split Journal
 26. Gujrati R.: Corporate Social Responsibility and Business Ethics in the e-Economy” in "International Journal of Academic Research and Development" ISSN no 2455-4197 <http://www.academicjournal.com/archives/2016/vol1/issue11>
 27. Gujrati R.: Changing Consumer Behavior on Sustainability, Green or Ethical Issues. International Journal ofResearch in finance and Marketing ISSN No 2231-5985impact factor.6.573<http://euroasiapub.org/wpcontent/uploads/2016/10/13FMSept-4066-1.pdf> page 128- 137
 28. Gujrati R :Digital India & intellectual property rights(IPRs) in India : Issues and concerns International Journal in Management & Social Science (IJMSS) (ISSN: 2321–1784)Impact Factor: 5.276 , Scopus ID IJMSS:A9CA72AA6AE914A8 <http://ijmr.net.in/pastijmss.php?p=VOLUME%204,ISSUE%207,July,2>
 29. GujratiR.: An Emerging Indian Rural Market : Challenges and Opportunities: International journal of Multidisciplinary Research and Development.ISSN no 2349-4182(O), 23495979(P)Impact factor 5.72.(RJIF)
 30. GujratiR.: G WTO: Trading with developing countries, facing challenges & opportunities, InternationalJournal of Advanced Research and Development ISSN: 2455-4030, Impact Factor: RJIF5.24 May 2016; Page No. 98-103 <http://www.newresearchjournal.com/advanced/archives/2016/vol1/issue5>

31. Gujrati R.: Effects and benefits of Financial Globalization: Challenges for Developing Countries, in The International Journal of Multidisciplinary Research ISSN no. 2249-0558 VOL 1 No. 3 Impact factor 5.292
32. Gujrati R.: The Role of Public Private Partnership: Its various perspectives in India .In International Journal of Trade & Global Business Perspectives Impact factor 6.533. Volume 5, Number 2, April –June’ 2016 ISSN (Print):2319-9059, (Online):2319-9067 PEZZOTTAITE JOURNAL SJIF (2012): 3.946, SJIF (2013): 5.017, SJIF (2014): 5.912, SJIF (2015): 6.533
33. Gujrati R.: CRM for Retailers: Business Intelligence in Retail CRM, Journal of Applied Research ISSN No 23947500 Impact factor 5.2, Dec 2015
Link: <http://www.allresearchjournal.com/archives/?year=2016&vol=2&issue=1&part=A>
34. Gujrati R: Challenges, Trends and the Road ahead for the Retail Industry. Journal of exclusive Management science Online ISSN 2277-5684 Print ISSN 2320-866 Impact factor- 2.78 AUGUST ISSUE 2015 - VOLUME 4 ISSUE 8 – <http://jems.net.in /current issue>
35. Gujrati R: Microeconomic and Macroeconomic: Issues & effects on economic growth, International Journal of Recent Scientific Research, Vol. 6, Issue, 7, pp.5310-5317, July, 2015. impact factor 5.114. <http://recentscientific.com/microeconomic-and-macroeconomic-issues-effects-economic-growth>
36. Gujrati R: The role of International Trade in the Global Economy & its effects on economic Growth in International Journal of Innovative Science ,Engineering And Technology ISSN no 2348-7968 Impact factor 1.5
<http://ijiset.com/articlesv2/articlesv2s7.html>
37. Gujrati R: Leadership techniques to empower people during change initiatives in Research Journal of Social and Life Sciences (ISSN 0973-3914) Impact Factor 1.776 June 2015
38. Gujrati R: Changing dynamic of Consumer Behavior: Indian customers. In International Journal of CK Pithawal Institute of Management Business Review (CKPIMBR) in June 2015. Impact Factor: 0.978; ISSN: 2347-5587.
39. Gujrati R: Business Ethics and Corporate Social Responsibility with Globalization of Markets & Marketing Ethics. In International Journal of Engineering Research & Management Technology (IJERMT) in March 2015 Volume 2 Issue 2. Impact Factor: 1.317 ISSN 2348-4039.
<http://ijermt.org/publication/14/IJERMT%20V-2-2-23.pdf>.
40. Gujrati, R.: International Marketing: In WISDOM Journal of VSBM, Greater Noida, (U.P) Volume 2 Issue bi -annual 2009.
41. Gujrati, R: Foreign Director Investment and its role in economics Growth in Research Journal of Social and Life Science .ISSN 09973-3914.
42. 2017 Gujrati R.: Demonetization: the positive impact on Indian Economy in International Journal of Research in Economics and Social Sciences (ISSN: 2249-7382) <http://euroasiapub.org/wp-content/uploads/2017/08/44IJRESS> July Rohtash-1 .pdf
43. Gujrati R, Uygun Hayri: A World of Change: A Study of Human and Climate Elements Vimarsh Journal Upcoming (2021 Dec Issue)
44. Gujrati R, Uygun Hayri Ozkan B, : The determinants of market outlet choice of smallholder Vegetable and Fruit producers in Ethiopia Vimarsh Journal Upcoming (2021 Dec Issue)
45. Gujrati R, Uygun H, Komlan A, Ozkan B: The agricultural sector and microfinance in Togo Vimarsh Journal Upcoming (2021 Dec Issue)

Book & Book Chapter

- Artificial Intelligence for Business
<https://drive.google.com/file/d/1Ti6DL-zN6NJJfxYzjBHg8402TVOanN9o/view>
- Economic Renaissance ISBN no ISBN 978-615-81684-9-6
- Sustainable Development Goals-17 ISBN No:978-93-5473-218-8
- Women Empowerment in the World (Various Sector) ISBN No: 978-93-5437-392-3
- Covid -19 Impact of foreign Direct investment in various sector-978-93-5408-401-0
- Emerging New world ISBN no-978-93-5445-402-8
- Digital Entrepreneurship ISBN -978-93-5416-918-2

LEADING RESEARCH/TRAINING PROJECTS STEERED

- Mainstreaming green product innovation: Why and how companies integrate environmental sustainability.
- Green purchasing and supply policies: Do they improve companies' environmental performance.
- Dynamics in changing international marketing environment.
- Role of Management Information System (MIS) in FMCG expansion in Rural Marketing.
- Study of Inventory Management in Agriculture Co-op Tracks Tomato Production.
- Party Trust, Control Trust and Blind Trust in Business to Consumer Electronic Commerce.
- CSR- A great opportunity with noble cause for better tomorrow.
- CSR- Its Managerial Applications, Economic Implications and Business Development.
- Risk Return Analysis and Comparative Study of Performance of Mutual Funds.
- Investment decision under risk and uncertainty: Asset Pricing and Risk diversification.
- Customer Relationship Management system at Emerson Gears Ltd.
- Working Capital management at National Fertilizer Ltd.
- Devising the marketing and distribution strategy of various Industrial products of NationalFertilizers Ltd. At Naya Nangal Unit.
- Consumer perception about the products of Hindustan Unilever Ltd.
- Study of Investment Pattern of Investors in Shimla.
- Credit Risks in the Public Sectors.
- Study of Consumer behavior about different brands of Tractors in Rural Punjab.

DUTIES PERFORMED

- Actively organize quiz and debates, fashion show, sports, annual function etc.
- Conducting and preparing students for interviews.
- Organize summer camp & NSS camp every year.
- Conducted Symposium for students.
- Optimistic approach and Innovative nature Admission counseling for the students.
- Participated in MDPs/ FDPs from time to time.
- Actively participated in conducting National & International Seminars, Conferences etc.
- Perform a role of an Editor in Journals & Magazines.
- Conducted Exam as a Center superintendent.
- Coordinate a workshop on "How to prepare a paper" to present in conference.

- An Editorial member of 'Knowledge Hub' (A bi-annual Management Research Journal, ISSN 00973-6425)
- Organized Three National conferences in KC Group of Institutions Una.
- Organized one week workshop on Disaster Management. Through NYK.
- Organized one week faculty Development Programme in KCIM March 2014.
- Organized International conference in TIAS on 15th April 2017.
- Organized Seminar on Women Empowerment on 8th March 2018.
- Organized Marathon on "Run for Health on 18th March 2018.
- Organized International Conference In Tecnia Institutes of Advanced Studies New Delhi 29th Feb 2020.
- Organized International Webinar on Impact on FDI 10 May 2020
- Organized International Webinar on Cpcoid -19 Impact on various sector 14 June
- Organized International Webinar on Brand Power 19 July 2020
- Organized UN International MSME Day 27th June 2020.
- Organized Faculty development Program seven Day on Revised NAAC policy 2020.
- Organized workshop on Entrepreneurship Development under Institute's Innovation Council 26/27/28 Aug 2020.
- Organized Workshop on Ideation 26 Sep 2020
- Organized Workshop on Project Development 10 Oct 2020
- Organized webinar on Innovation Intellectual Property Rights with the special focus on Entrepreneurship 17th Oct 2020.
- Organized workshop three days on Entrepreneurship how to start up 27/28/29/ August 2020.
- Organized National seminar on Social Innovation and Entrepreneurship. 24th Oct 2020.
- Organized National Seminar on India's Economic Renaissance: Post-Covid -19 Possible Policy Interventions On 31st Oct 2020.
- Upcoming International conclave on Recent trends in engineering and Management 8th Nov 2020.
- Upcoming National Seminar on New Education policy 2020 on 7th Oct 2020.

GUEST LECTURES

- Guest Lectures on International Business in KC Group of Institution Nawanshahr
- Guest lectures on Economic Development in KC Group of Institution Nawanshahr
- Guest lecture on New Trend in Indian capital Markets in Krishna Institute of Management and Technology.
- Guest lectures on the Topic of "Relevance of the study of Business Environment in Current context" Indus international University, Una
- Guest lectures on the Topic of Service Marketing at Indus international University, Una.
- Guest lectures on the Topic of customer Relationship Management at Dev Bhoomi Group of Institution Una .
- Guest Lecture On Recent trend in marketing Sakarya University Turkey
- Guest lecture On AI For Business in Yalova University Turkey
- Guest Lecture on New Education Policy in School of Management Varanasi.
- Guest lecture on International Marketing Kalka Group of Institutions Meerut.
- Guest lecture on Entrepreneurship: Changing mindset of Young generation.
- Guest Lecture on Service export in Indus University Una .
- Guest Lecture on Leadership in Sharda University Uzbekistan

- Guest lecture on Entrepreneurship Rajeev Academic Technology & Management.
- Guest Lecture on Supply Chain Management in Fairfield of Institute of Management.
- Guest Lecture on Entrepreneurial and leadership in Atal Vihar Bajpai Foundation.

STUDENT AFFAIRS

- Provided leadership to mould the youth to face the challenges of the world.
- Developed the Placement Manual for training / placement opportunities.
- Planned educational tours for the students.
- Enhanced students' employability through personality development.
- Ensured discipline in the campus by developing a grievances redressal mechanism.
- Monitored periodically students' attendance and their progress in studies.
- Provided avenues for the co-curricular & extra-curricular activities, professional societies, and counseling and guidance programs for the students.
- Student Project Guide Of MBA/BBA

Courses

- Entrepreneurship Development Programme, National Science & Technology Entrepreneurship Development.
- Entrepreneurship Development Course from Manav Rachna University AICTR approved.

PERSONAL DETAILS

Date of Birth	28/09/1968 Husband's
Name	Mr. Sanjay Gujrati
Gender	Female
Nationality	Indian
Hobbies	Travelling, Group Discussions,
Permanent Address	30, Kailash Nagar, ThreeKay Road
Ludhiana	

I declare that the details above are correct and true to the best of my knowledge

Prof. Dr. Rashmi Gujrati
 Professor –Management
 Dean
 (InternationalAffairs)
 CT Univeristy
 Ludhiana Punjab, India.