

Dr. AMITA SHARMA

More than 11 years of **PG** teaching and 5 years of **PhD** teaching experience
B.Sc.(Mathematics), MBA(Marketing), NET & PhD in Management

Assistant Professor

Institute of Agri Business Management

Swami Keshwanand Rajasthan Agricultural University, Bikaner

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Areas of Competence

Quantitative Techniques
Operations Research
Theoretical Modeling
Business Analytics
Machine Learning
Deep Learning
Proficiency in MS Excel, SPSS, AMOS, R and EViews

Present Association

June 2012-Present

Assistant Professor (Quantitative Management Techniques) at Institute of Agri Business Management, S K Rajasthan Agricultural University, Bikaner (Raj).

Roles

1) **Teacher:** Teaching MBA and PhD students of Agri Business and Home Science

MBA(Agri Business): Teaching subjects related to Marketing and Decision Science like, Research Methodology for Business Management, Operations Research, Production and Operations Management, Agri Supply Chain Management, Quality Management, International Trade & Sustainability Governance

MSc & PhD (Home Science): Statistical Methods and Data Processing

PhD(Agri Business): Research Methods- I & II, International Trade, Integrated Marketing Communication

2) **Research Guidance to MBA(AB) and PhD(AB) Students:** Guided 20 PG students and Presently supervising 4 students doing PhD on following themes---

| S. N. | Research Theme | Industry |
|-------|--------------------------------------|---------------------------------|
| 1 | Agri Business and Marketing Channels | Gluten Free Foods |
| 2 | Big Data and Crop Management | Big Data and Barley Cultivation |
| 3 | Entrepreneurship | Camel Milk Marketing |
| 4 | Integrated Pest Management | Related Industries |

3) Administrative Positions:

Course Coordinator from June 2016
 In-Charge Student Section and In-Charge Examination from July 2012 to May 2016
 In-Charge Scholarship from July 2012
 Member of Admission, Examination, Anti Ragging etc committees

4) Coordinator:

Coordinator of NPTEL Chapter at IABM, SKRAU, Bikaner
 Central coordinator of Spoken Tutorial Program of IIT Bombay

5) Projects:

Principal Investigator of Rashtriya Krishi Vikas Yojna Project (2016 to 2019) on 'KrishiIQ: Digital dissemination of agricultural practices of cluster bean and gram in hyper arid partially irrigated western plain zone of Rajasthan'.

Associated as other Scientist ICAR Extramural Research Projects during 2016-17

Training & Workshops

Delivered Lectures on '**Introduction to R Package**' in UGC sponsored Capacity Building Programme on 'Research Methodology and Data Analytical Tools' organised by JNVU, Jodhpur held from February 5-7, 2017

Delivered Lectures on '**Identification and Analysis of Different Marketing Sources for Agricultural Commodities**' in ICAR Winter School on 'Use of ICT in Education and Rural Development' organised at DEE, SKRAU held from November 4- 24, 2016

Delivered Lectures on '**Basic Analysis of Statistical Data**' in ICAR sponsored short course on 'Training and Managerial Skills for Agricultural Professionals' organised at DEE, SKRAU held from July 6-15, 2016

Workshop organised on '**Excel in MS EXCEL**' from October 6-8, 2015 for SKRAU students

Workshop organised on **‘Inferential Statistics: An Overview’** from September 26-29, 2015

Workshop organised on **‘Data Analytics’** from September 15-19, 2015

Workshop on **‘Poverty, Hunger, Food Security and Nutrition: From Concepts to Measurement’** Jointly Organized by Indira Gandhi Institute of Development Research (IGIDR), Mumbai & Institute of Agri Business Management, SKRAU, Bikaner on March 19, 2015

Actively participated for training and development activities of **‘ACABC’** (conducted at IABM, SKRAU) run by Centre for Agri Entrepreneurship Development, MANAGE, Hyderabad in 2014

Training provided on **‘Front Office Management’** in PIE program organised by Rajasthan Patrika, Sriganganagar held in June 2007

Certifications and Membership

UGC –NET (Management) for lectureship in June- 2004

Certification (6 months) in **PC Applications** from NIIT, New Delhi (2000)

Attended **‘Quality Management’** program at NIIT, Kota (2000)

Macroeconomic Forecasting from International Monetary Fund (2015)

Introduction to R Programming from Microsoft Corporation (2016)

Text Analytics from openSAP(2016)

GIS and Agri-Essentials and Applications from IIT Kanpur (2016)

Student Member of **‘Institute of Actuaries of India’** from 2010

Member of Review board of **Amity Journal of Agribusiness** from 2016

Reviewer of Bioinfo Publications for **International Journal of Agriculture Sciences** from 2016

Professional Training Programs Attended

Attended Training cum Discussion on **‘Status and Scope of Organic Farming in Rajasthan’** organized by DHRD, SKRAU, Bikaner held from July 6-7, 2016

Attended **‘Digital Rajasthan Conclave’** organized by FICCI at Jaipur held on October 5, 2016

Attended 25th National Conference on **‘Natural Resource Management at Arid and Semi-Arid Ecosystem for Climate Resilient Agriculture and Rural Development’** during

February 17-19, 2016, organized by Soil Conservation Society of India, New Delhi in collaboration with Swami Keshwanand Rajasthan Agricultural University (SKRAU), Bikaner

Attended '**Personality Development**' workshop held during July 6-11, 2015, organized by Academic Staff College cum Distance Education Centre, SKRAU, Bikaner

Attended Refresher course on '**Scenario Impact on Agriculture & Strategies for Mitigation**' held during February 18- March 10, 2013, organized by Academic Staff College cum Distance Education Centre, SKRAU, Bikaner

Attended '**Orientation training program**' held during September 17-30, 2013, organized by Academic Staff College cum Distance Education Centre, SKRAU, Bikaner

Attended National Seminar on '**Potential of Agribusiness in Rajasthan**' during March 19-20, 2013, organized by IABM-SKRAU, Bikaner and Indian Society of Agriculture Marketing, Nagpur, sponsored by NABARD, Mumbai

Attended Orientation training program organized by Academic Staff College cum Distance Education Centre, SKRAU Bikaner on '**Account, Income Tax and general establishment Rules**' held on July 9-10, 2012.

Attended Seminar on '**Growth strategy and enhancement of competitiveness of manufacturing industry in India**' jointly conducted by Japanese Management Group, Japan and Confederation of Indian Industry, India at World Habitat Centre, New Delhi on 5 July 2007.

Attended 2 months '**Faculty Training Program (FTP)**' at ICFAI head quarters, Hyderabad from 21 FEB'05 to 15 APRIL'05

Participated in the Faculty Development Workshop on '**Delivery of Quality Education**' at regional office, Jaipur in Sept'05

Attended interactive workshop on '**How to Manage Academic System**' at ICFAI regional office, Jaipur in Oct'05

Interactive Workshop on '**Integrated approach to Operation Workout**' at INC-JAIPUR

Curriculum Development

Syllabus designed for 3 subjects (MBA-AB and PGDAIM)

Syllabus revised for 8 subjects (PhD, MBA)

Written two units for the subject '**Consumer Behaviour and Market Research**', Course MP 601 (published in November 2014), Department of Management Studies, Vardhman

Mahaveer Open University (VMOU), Kota. Unit 13-**Marketing Research Design** and Unit 16- **Data Analysis and Interpretation**. Reference <http://assets.vmou.ac.in/MP601.pdf>

Set Question Papers for MBA (AB), BBA, B.Com. Programs of other Universities/ Colleges

Reviewed Book of Oxford Publication for supply chain management

Publications

International (11) and National (12) publications

- A. Masih Jolly, **Sharma Amita**, Sharma Ashish and Deutsch Jonathan (2017). ‘Study on Gap Estimation between Market Potential and Market share of Gluten-Free Market’. *International Journal of Current Microbiology and Applied Sciences*. ISSN: 23197706 Vol 6, Issue 4, pp. 1,954-1,961.
- B. Masih Jolly, **Sharma Amita**, Sharma and Deutsch Jonathan (2017). ‘Demand forecasting through market potential for gluten-free food industry in India and USA’. *International Journal of Civil, Structural, Environmental and Infrastructure Engineering Research and Development*. ISSN (Print): 2249-6866; ISSN (Online): 2249-7978
- C. Masih Jolly, **Sharma Amita**, Patel Leena and Gadhe Shruthi (2017). Indicators of Food Security in Various Economies of World. *Journal of Agricultural Science*. ISSN 1916-9752 E-ISSN 1916-9760, Vol. 9, No. 3, pp. 254-262.
- D. Kumar Rajesh, Kumar Surendra, **Sharma Amita** and Tyagi Seema (2017). Article on ‘Sprinkler irrigation is boon for arid region’ published in Mela Smarika, SKRAU
- E. Kumar Rajesh, Kumar Surendra, **Sharma Amita** and Tyagi Seema (2017). Article on ‘Soil health card scheme’ published in Mela Smarika, SKRAU
- F. Jolly Masih, Shruthi Gadhe, **Sharma Amita** (2017). Forecasting Follower Trends on Facebook for NGO through ARIMA. *International Journal Current Microbiology Applied Science*. Vol 6(5): 666-678
- G. **Sharma, Amita** (2016). ‘Qualitative and Quantitative User Analysis of Mobile Agriculture & Rural Development (m-ARD) Apps. Natural Resource Management in Arid and Semi Arid Ecosystem for Climate Resilient Agriculture, Soil Conservation Society of India, New Delhi. Pp 452, ISBM: 978-81-909228-6-9
- H. Singh Gurbir, Suri Muskan and **Sharma Amita** (2016). ‘A Study of Market Potential and Controlled Atmospheric Storage Space Analysis of Apple in Himachal Pradesh and NCR Delhi Region’. National Seminar on “Financing and Sustaining Rural Agribusiness Enterprises- A bottom of Pyramid Approach” during November 18-19, 2016 at Hyderabad. Pp 159, ISBN NO: 978-81-932824-5-8
- I. Masih, Jolly and **Sharma, Amita** (2016). Study on Consumer Behaviour and Economic Advancements of Gluten-free Products. *American Journal of Experimental Agriculture*. Vol 12(1): 1-10, 2016, Article no.AJEA.24737, ISSN: 2231-0606.

- J. Pradeep and **Sharma, Amita** (2016). Potato Cold Storage Space Analysis & Funding Market Potential: An Overview. 2nd Edition of Cold Chain Logistics in Horticulture & Agriculture. 3rd Agro Supply Chain Conference held on 7th- 8th October, 2016 at University of Petroleum & Energy Studies, Dehradun. Pp 208, ISBN: 978-1-63535-684-7
- K. Bannor, Richard and **Sharma, Amita** (2015). Comparing the Forecasting Power of Multivariate Var and Univariate Arima Models: A Case of Groundnut Prices in Bikaner District of Rajasthan. *Asian Research Consortium, Asian Journal of Research in Business Economics and Management*. ISSN 2249-7307, March 2015, Vol. 5, No. 3, pp. 51-64.
- L. Masih, Jolly, Sharma, Mohit, and **Sharma, Amita** (2015). Analysis of UK's Retail Industry via Online Editorial Media. *Oriental Journal of Computer Science & Technology (An International Open Free Access, Peer Reviewed Research Journal Published By: Techno Research Publishers, Bhopal, India)*. ISSN: 0974-6471, April 2015, Vol. 8, No. 1, pp. 81-91
- M. **Sharma, Amita** and Jain, T.K. (2014). Creative and Sustainable Economic Solutions for Growing Local Tourism and Employment through Waste Management. *Suresh Gyan Vihar University Journal of Engineering and Technology*. ISSN: 2277- 6915, January 2014, Vol 2, No.1, pp. 44-49
- N. **Sharma, Amita** (2013). Gandhi's Experiment with Education for Rural India: Nai Taleem System. *The Economic Challenger*. ISSN: 0975-1351, January-March 2013, Number 15 Issue 58.
- O. **Sharma, Amita** and Jain, T.K. (2013). Nuclear Energy & Nuclear Insurance in India. *Anusandhan, Science Technology & Management Journal of AISECT University*. ISSN: 2278-4187, March 2013, Vol. II Issue 3.
- P. **Sharma, Amita** and Jain, T.K. (2012). Service Quality Model: Correlations Analysis of Ordinal Scale Data. *International Journal of Engineering Research & Technology (IJERT)*. ISSN: 2278-0181, December- 2012, Vol. 1 Issue 10.
- Q. **Sharma, Amita** and Jain, T.K. (2012). Service Quality Models: Model Fit Indices Results" *International Journal of Engineering Research & Technology (IJERT)*. ISSN: 2278-0181, December- 2012, Vol. 1 Issue 10.
- R. **Sharma, Amita** (2012). Use of SPSS in Preparing Data for Modeling. *Aditya International Journal of Modern Day Practices*. ISSN: 2277-730X, Vol.1 Issue 6.
- S. **Sharma, Amita** (2012). Theoretical Modeling: Introduction. *Aditya International Journal of Research in Technology and Management*. ISSN: 2248-9665, Vol.2 Issue 3.
- T. **Sharma, Amita** (2013). Theoretical Modeling of Agriculture Production in Rajasthan. Published in proceedings of National Seminar on "Potential of Agribusiness in Rajasthan" organized by IABM-SKRAU, Bikaner and Indian Society of Agriculture Marketing, Nagpur, sponsored by NABARD, Mumbai on 19-20th March,2013.

- U. **Sharma, Amita** and Sharma, Madhu (2013). Arrivals of Agri Produce in Regulated Markets in Rajasthan. Published in Souvenir for National Seminar “Potential of Agribusiness in Rajasthan” organized by IABM-SKRAU, Bikaner and Indian Society of Agriculture Marketing, Nagpur, sponsored by NABARD, Mumbai on 19-20th March, 2013.
- V. **Dr Amita Sharma** delivered lecture on topic ‘**Identification and Analysis of Different Marketing Sources for Agricultural Commodities**’ in ICAR sponsored winter school on ‘Use of ICT in Education and Rural Development’ during November 4-24, 2016 at SKRAU, Bikaner. Same has been published in compendium.
- W. **Dr Amita Sharma** delivered lecture on topic ‘**Basic Analysis of Statistical Data**’ in ICAR sponsored short course on ‘Training and Managerial Skills for Agricultural Professionals’ during July 6- 15, 2016 in SKRAU, Bikaner. Same has been published in compendium.

Awards & Achievements

Appreciation Award by Hon’ble Vice Chancellor of Swami Keshwanand Rajasthan Agricultural University, Bikaner for the year 2015-16 on August 15, 2016

Best Paper Award for Research Paper in 25th National Conference on ‘Natural Resource Management at Arid and Semi-Arid Ecosystem for Climate Resilient Agriculture and Rural Development’ during February 17-19, 2016, organized by Soil Conservation Society of India, New Delhi in collaboration with Swami Keshwanand Rajasthan Agricultural University (SKRAU), Bikaner

Awarded with **Merit Certificate** at Secondary Level from **Ministry of HR & Development (Govt. Of India)**

Presented research paper as Lead Paper on **Theoretical Modeling of Agriculture Production in Rajasthan** during National Seminar on “Potential of Agribusiness in Rajasthan” organized by IABM-SKRAU, Bikaner and Indian Society of Agriculture Marketing, Nagpur, sponsored by NABARD, Mumbai on 19-20th March, 2013

Extracurricular Activities

Convener of **Annual Function, 2017** held at IABM, SKRAU, Bikaner

Convener of **Abhivyakti’ 2017 & 2016** (Management Fest) held at IABM, SKRAU, Bikaner

Editorial Committee Member of publication of **Mela Smarika, 2017**

Convener of **Jai Kisan and Jai Vigyan Week** held from December 23-29, 2016

Convener of **Krishi Shikha Diwas** on December 3, 2016

Actively participated and coordinated as member in **Convocation, Examinations, Krishi Mela** etc events held in University

Editorial Committee Member of publication of proceedings of National Seminar '**Potential of Agribusiness in Rajasthan**' organized by IABM-SKRAU, Bikaner in 2013

Participated for anchoring and received certificate of appreciation in National Conference held at SKRAU in association with Green India clean Environment Society on '**Perspectives and Challenges towards Environmental Sustainability**' from December 11-13, 2015

Convener of **Annual Function, 2008** in ICFAI National College, Sriganganagar

Participated in **Block Literacy Samiti** Programme.

Won prizes in Inter-School **Chess** and **Essay** Competitions
