

CURRICULUM VITAE



Dr. Anukrati Sharma

**Associate Professor
Department of Commerce and Management
University of Kota
&
Coordinator
Skill Development Centre
University of Kota
Kota Rajasthan, India**

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Jaipur-302018 Rajasthan, India
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Objective

To do endless efforts for the improvement of Education System and to keep adding value to the organization that I represent, while concurrently upgrading my skills and knowledge.

Academic Qualifications:

- 2010** **Master of International Business (MIB)**, University of Rajasthan, Jaipur, (Secured First Division)
Project Title “Marketing of Rajasthan Tourism ”
- 2008** **Diploma in Tourism Studies (DTS)** Indira Gandhi National Open University, New Delhi (Secured First Division)
- 2006** **PG Diploma in HRM (PGDHRM)**, Symbiosis Centre of Distance Learning, Pune, Maharashtra, India (Secured B Grade)
- 2005** **Doctor of Philosophy (Ph. D.)**
From University of Rajasthan, Jaipur

Doctoral Thesis Title “**Marketing of Tourism with Special Reference to Rajasthan** “ under the Supervision of Prof. (Dr.) Navin Mathur, University of Rajasthan, Jaipur, India

The research was undertaken to examine the role of Tourism in Rajasthan about its contribution, and recognition of the state as a tourist destination on the world map. Marketing problems relating to the Tourism and Policies were also covered in the study. Suggestions for making Tourism more effective and efficient were also given.

2002 Master of Commerce (Business Administration)

University of Rajasthan, Jaipur, India

Secured First Division

Dissertation Title “Tourism in Rajasthan”

2000 Bachelor of Commerce (B.Com)

University of Rajasthan, Jaipur

Secured First Division

1997 Senior Secondary (12th)

From Secondary Education Board of Rajasthan, Ajmer

Secured First Division

1995 Secondary (10th)

From Secondary Education Board of Rajasthan, Ajmer

Secured II Division Distinction in English

Teaching Experience:

Associate Professor University of Kota, Kota (Rajasthan) July 2012 – Till date

(Duties – Teaching - Strategic Management, International Business Management, International Marketing Management, Management and OB, Service Marketing, Sales and Distribution Management to PG Courses(MBA and MIB), Supervising Project Reports, Thesis, Handling duties of various cells, i.e. extension activity cell, international students office, small and medium enterprise)

Other Administrative/Management Duties:

Coordinator - Skill Development Centre, University of Kota

Member - SWAYAM Programme, University of Kota

Co-coordinator International Students Office/College

Co-coordinator Centre/Cell Small and Medium Enterprises

Member Extension Cell Activities

Ex-Additional Dean Students Welfare, University of Kota

Coordinator Planning and Development Board, University of Kota

Member Internal Quality Assurance Cell, University of Kota

Ex-Co-Coordinator NAAC,	University of Kota
Ex-Convener	University Newsletter, University of Kota
Convener	Entrepreneurship Development Program (45 Days /6 Weeks)
Ex-Member	Placement Cell of University of Kota
Coordinator	Coursework Ph. D. for Arts and Commerce Scholars of University of Kota
Member	<p>Inspection Committees of University of Kota</p> <ul style="list-style-type: none"> • Coordination Committee of 12 B visit of University of Kota • Beautification Committee of 12 B of University of Kota • Students 'Union Election Committee of University of Kota • Women Cell, University of Kota • Central Flying Squad Committee • Brochure and Prospects of University Committee • Convener of Academic Competitions

Previous Experience:

Associate Professor &

**Vice Principal Biff & Bright College of Technical Education, Jaipur 1 July 2009
– 27 July 2012**

(Affiliated to University of Rajasthan for BBA, PGDCAA, MIB, M.Com., BCA, PGDCA, M.Sc.(IT))

(Duties – Teaching – Strategic Management, Marketing Management to UG & PG Courses, Supervising Project Reports, Handling the Administration)

**Assistant Professor Biff & Bright College of Technical Education, Jaipur 25 July
2006 – 30 June 2009**

(Affiliated to University of Rajasthan for BBA, PGDCAA, MIB, BCA, PGDCA)

(Duties – Teaching - Service Marketing, Strategic Management, Marketing Management to UG & PG Courses, Supervising Project Reports)

**Lecturer Mody College of Arts, Science & Commerce, Lakhsmangarh,
Sikar
1 July 2005 – 3 May 2006**

(Deemed to be University courses offer B. Com., BBA, M.Com. , M.Sc. (IT) & MA)

(Duties – Teaching – Business & Management, Strategic Management, Marketing Management to UG Courses)

**Temporary Lecturer Kanoria Mahila Mahavidyalaya, Jaipur August 2002- Feb.2003
August 2004- Feb.2005**

(Affiliated to University of Rajasthan for B.Com., BBA, BCA & BA)

(Duties – Teaching – Business Organization, Company Law, Sales & Distribution Management & Marketing Management to UG Courses)

MOOC SWAYAM Programme Module

Prepared MOOC module on **Tourism Impacts and Emergence of Alternative Tourism and Special Tourist Attractions assigned** by H.N.B. Garhwal University Srinagar.

LIST OF PUBLICATIONS

Books:

International Best Practice in Event Management
(ISBN 123457650-5) PRASETIYS MULYA PUBLISHING, INDONESIA and United Kingdom Event Industry Academy Ltd. David Hind, Maria Arlene, Karen Fernandez, Kuan-Wen Eric Lin, Anukrati Sharma

*Event Management and Marketing:
Theory, Practical Approaches and Planning*
(ISBN – 978-90-93-86808-61-1)

Sharma A. and Arora Shruti, Bharti
Publications, New Delhi

Organizational Behavior

Kumar P.S.S, Sharma, Anukrati and Krishna
Srinivasa Jahanvi Publications Pvt. Ltd., Jaipur

(ISBN-978-81-922695-1-1)

*Marketing of Tourism with
special Reference of Rajasthan*
ISBN-13: 978-3659270604

ISBN-10: 3659270601
Germany

Sharma Anukrati, Published by Lambert,

Edited Books

Tourism Opportunities & Ventures Sharma Anukrati Jahanvi Publications Pvt. Ltd., Jaipur
(ISBN- 978-81-922695-3-5)

Agriculture: Innovation Strategy and Technology in 21st Century (Vol.I -ISBN- 978-93-85640-00-1) 2015 Sharma Anukrati and Goyal Megha, Archers & Elevators Publishing House, Bangalore

Agriculture: Innovation, Strategy, and Technology in 21st Century (Vol.II -ISBN- 978-93-85640-01-8) Sharma Anukrati and Goyal Megha, Archers & Elevators Publishing House, Bangalore

Emerging Trends and Technologies in Advertisement Management in the 21st Century
(ISBN- 978-93-83241-11-8) Sharma, A. Mathur, A. and Rishi, P.O., Archers & Elevators Publishing House, Bangalore

Maximizing Business Performance and Efficiency through Intelligent Systems **IGI Global, USA**) Editors Rishi .O.P. and Sharma A
(ISBN13: 9781522522348|ISBN10: 1522522344|EISBN13: 9781522522355)

Sustainable Tourism Development Futuristic Approaches. **Apple Academic Press (CRC Press a Taylor and Francis Group), USA** (ISBN: 9781771887724) under the series Advances in Hospitality and Tourism. Editor: Sharma A.

Tourism Events in Asia Marketing and Development **Routledge, USA** under Advances in Events Research Series. Editors: Hassan A. and Sharma A. ISBN 978-1-138-47691-2(hbk),ISBN 978-1-351-10574-3(ebk).

Sustainable Destination Branding and Marketing: Strategies for Tourism Development under **CABI, U.K Editors** Sharma A., Fernandez Pulido I.J. and Hassan A. 9781786394286 (Hardback) 9781786394293 (ePDF) 9781786394309 (ePub).

Books in Process (Edited)

Over-tourism as Destination Risk: Impacts and Solutions **Emerald Publishing U.K. Editors** Sharma A. and Hassan A. under the Tourism Security – Safety Series.

Future of Tourism: An Asian Perspective, **Channel View Publications U.K. Editors** Sharma A. and Silva Suranga.

Information and Communication Technologies in Travel, Tourism and Hospitality Industry under **Cambridge Scholar Publishing, U.K.** Editors Sharma A. and Rishi O.P.

Book Review

Differing Worldviews in Higher Education for Journal of Applied Management and Entrepreneurship (ISSN 1077-1158),pp.105-106 Florida, USA

Journal Publications:

31. Thomas, P. & Sharma, A. (2019) "Lack of Safety and Security Provisions is affecting the optimum utilization of Retail Business Space in the Shopping Malls: A Study with reference to Rajasthan." - International Journal of Research and Analytical Reviews Volume 6 Issue 2 April– June 2019 E ISSN 2348 –1269, PRINT ISSN 2349-5138, Cosmos Impact Factor 4.236 pp. 572-575
30. Sharma, A. & Chauhan, S. (2018), "City Tourism as Destination Motivator to the Cultural and Heritage City of Kota for Promising Future" Amity Research Journal of Tourism, Aviation and Hospitality Vol. 03, issue 02, July-Dec 2018 pp. 1-6. ISSN -24560308 UGC Approved No. 45319
29. Sharma, A. & Thomas, P. (2018), " The Association of Ambience of a Shopping Mall with Customer's Preference for a Shopping Mall: A Study with respect to Rajasthan". Research Reinforcement A Peer Reviewed International Refereed Journal. UGC App. No. 64785, Impact Factor: 3.012, Vol. 5, Issue 2, Nov. 2017- April 2018, pp. 110-113. ISSN 2348-3857
28. Sharma, A., Hassan, A. & Rishi, O.P. (2017) "Knowledge Management in Higher Education Institutions with Special Reference to Universities in India". Managing and Leading Creative Universities-Foundations of Successful Science Management: A Hands-On Guide for (Future) Academics, International Series for Information Systems and Management in Creative eMedia (CreMedia), International Ambient Media Association (iAMEA), n. 2017/1, ISSN 2341-5576, ISBN 978-952-7023-16-7, 2017 pp. 115-134
27. Praveen W. and Sharma A. (2017). "Multidimensional Importance of Wildlife Tourism at Hadoti Region in Rajasthan". International Journal of Science Technology and Management. Vol.No.6, Issue No. 01, January 2017 pp. 779-793 ISSN (O) 2394-1537. Impact factor 2.012
26. Sharma Anukrati (2017)." Destination Marketing and Promotion through Film Tourism: An Empirical Study of Hadoti Region of Rajasthan. "Journal of Applied Management and Investments" UKRAINE Vol.6 No.2 pp.118-128 ISSN 2225-3567 Impact factor 0.39
25. Sharma Anukrati (2016). "An Ethnocentric Study: Emerging Thrust Areas of Tourism at Skheawati region of Rajasthan." IASET: International Journal of Business and General Management (IASET: JBGGM) ISSN(P): Applied; ISSN(E): Applied Vol. 1, Issue 2, Jul - Dec 2016; 11-20. ISSN 2319-2267. Impact Factor 5.9876 (JCC)

24. Mathur Amit and Sharma Anukrati (2015). "Mobile Advertising; An Empirical Study on Utility for Small and Local Traders of Kota, Rajasthan." *International Journal of Advanced Research*(ISSN:2320-5407).Vol.3; Issue 9.Impact Factor: 4.588.Indexed in Thomson Reuters,Index Copernicus,DOAJ,INNO SPACE,Science Gate,iSEEK ,Cite Factor,CKNKI Scholar.pp 755 – 773 **UGC approved Journal (UGC Journal NO:47231)**
23. Sharma, Anukrati(2015)" Educational Tourism: Strategy for Sustainable Tourism Development with reference of Hadauti and Shekhawati Regions of Rajasthan, India" (Romania): *Journal of Knowledge Management, Economics and Information Technology*(ISSN:2069-5934)Vol.5; No.4, pp 1-17. Indexed in DOAJ,EconLit,IndexCopernicus,RePEc,Ebsco Publishing,Ulrich's Web,Cabell's Directories
22. Praveen W. and Sharma A.(2015)Wildlife Tourism: Prominent Panorama at Hadoti Region of Rajasthan. *International Journal of Advanced Research* (2015), Volume 3, Issue 9, 1135- 1149. ISSN 2320-5407 **UGC Journal No. 47231**
- 21 Sharma Anukrati and Arora Shruti (2015)"The Impact of Events on Rajasthan Tourism with Reference to Different Fair and Festivals" *International Journal of Economics, Commerce, and Research* (ISSN-2250-0006) Vol.5 Issue 4, Impact Factor 2015 ; 4.5976 ISSN(P): 2250-0006; ISSN(E): 2319-4472 pp. 9-22.
- 20 Sharma Anukrati(2014) "A Study on Rajasthan Wildlife Tourism: Conservation and Reformation" *Elixir Marketing Mgmt.* ISSN 2229-712X .pp.91-97
- 19 Thakur Deepika and Sharma Anukrati(2014) "Corporate Social Responsibility in the context of Female Foeticide and Infanticide in Rajasthan" *MANTHAN: Bi-annual Referred Journal of Commerce and Management.* ISSN 2347-4440.Vol.1 Issue 2.pp.72-84.UGC List no. 47665
- 18 Mathur Amit and Sharma Anukrati (2014). "A Study on Buying Behavior of Rural Consumers towards FMCG Product with special reference to Indian Rural Consumers" *Elixir Marketing Mgmt.* ISSN 2229-712X.pp.83-87.
- 17 Goyal Megha and Sharma Anukrati (2014) "A Study of Investment Behavior of Middle Income Group towards Different Kinds of Investment Avenues" *IOSR Journal of Business and Management (IOSR-JBM)* e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 16, Issue 8. Ver. IV. pp.1-10. **UGC List no. 4481**
- 16 Sharma Anukrati (2013) "A SWOT Analysis of Rajasthan Tourism," *Spectrum: A Journal of Multidisciplinary Research* Vol.2 Issue 6, June 2013, ISSN 2278-0637 pp.17-28.
- 15 Praveen Wajeda and Sharma Anukrati Sharma (2013) "An Empirical Study on Heritage Hotel: Umed Bhawan Palace," *International Journal of Business*

- 14 Sharma Anukrati (2013) “Destination Marketing: Hamper of Opportunities for Tourism Industry,” *International Journal of Management Sciences and Business Research*,(USA) Vol. 2, Issue 5. ISSN: 2226-8235 pp.20-30.Impact Factor – 4.136
- 13 Arora Shruti and Sharma Anukrati (2013) “Social Media: A successful Tool of Brand Awareness” *International Journal of Business and General Management (IJBGM)* ISSN(Print):2319-2267; ISSN(Online):2319-2275Journal Impact Factor (JCC): 2.8637.pp.1-14.
- 12 Sharma Anukrati(2013) “Social Media: A New Marketing Strategy” *International Journal of Management (IJM)* (ISSN 0976-6502 (Print) 0976-6510 (online) Journal Impact Factor (2013) 6. 9071 pp.19-37.
- 11 Sharma Anukrati (2013) “Economical Growth of Tourism Industry in India ”*IJECR: International Journal of Economics, Commerce, and Research* ISSN 2250-0006 (print) 2319-4472 (online) Journal Impact Factor 3.1852 pp115-118.
- 10 Goyal Megha and Sharma Anukrati (2013) “Changing Face of Indian Agriculture in Global Scenario” *IJASR: International Journal of Agriculture Science and Research* (ISSN 2250-0057 Journal Impact Factor 2.8571.pp.217-224.Indexed in Copernicus.
- 9 Sharma Anukrati (2013) “Scheduled Commercial Banks in Rural Areas, A Boon: Comparative Study of Public, Private and Foreign Banks” *IJBMR: International Journal of Business Management & Research* (ISSN 2249-6920 (print) 2249-8036 (online) Journal Impact Factor 2.5306 .pp.127-130.
- 8 Sharma Anukrati(2013) “A Study on e-Commerce and Online Shopping: Issues and Influences” *IJCET: International Journal of Computer Engineering & Technology* (ISSN 0976-6367 (Print) 0976-6375 (online) Journal Impact Factor in (2013) 6.1302.pp.364-376 Volume 4, Issue 1
- 7 Sharma Anukrati (2013) “An Analytical Study on the Opportunities of Rural Marketing in India.” *IJM: International Journal of Management* (ISSN 0976-6502 (Print) 0976-6510 (online) Journal Impact Factor in (2013)6.9071.pp.183-189
- 6 Sharma Anukrati (2013) “Work Stress: A Study on Retail Sector Employees of Jaipur” *IJM: International Journal of Management* (ISSN 0976-6502 (Print) 0976-6510 (online) Journal Impact Factor in (2013) 6.9071 pp.163-174
- 5 Sharma Anukrati(2012) “Rejuvenate the Spectrum of Highway Tourism” *EXCEL International Journal of Multidisciplinary Management Studies*, ISSN:2249-8834, Vol.2 Issue 8.pp.256-259
- 4 Sharma Anukrati (2012) “Haryana Tourism – Painted in Different Canvas.” *Spectrum: A Journal of Multidisciplinary Research* (ISSN 2278-0637 Online)pp.32-38
- 3 Sharma Anukrati (2012) “MICE Tourism – A New Feather in Indian Tourism Industry” *International Journal of Management Prudence* (ISSN - 09758496)Vol.-IV Issue I.pp.56-59.Indexed in Proquest.
- 2 Sharma Anukrati(2010) “IT Polishing: Retail & Advertising” *The Subodh Journal of Recent Trends in Information Technology*. ISSN 0975-9875.Vol.1A.pp.171-173

- 1 Sharma Anukrati (2009) “Temple Management – The Spiritual Need “*An International Journal of Management “PROFICIENT”* ISSN 0975-475X.pp.48-54.Indexed in Cabell’s Directory and Ebsco.

Chapters In Edited/Text Book ISBN

- Sharma, A. & Hassan, A. (2019) “Literary Tourism in The Indian Sub-Continent” *Literary Tourism: Theories, Practice and Case Studies*, Edited by Dr. Ian S. Jenkins and Professor Katrín Anna Lund, CABI. **ISBN-10:** 1786394596
ISBN-13: 978-1786394590.
- Pahwa M.S. & Sharma, A. (2019) “Demographic Analysis of Tourists’ Perception Regarding Vacation Destination” *Sustainable Tourism Development Futuristic Approaches*. **Apple Academic Press (CRC Press a Taylor and Francis Group), USA (ISBN: 9781771887724)** under the series *Advances in Hospitality and Tourism*. Editor: Sharma A.
- Sharma, A.(2018). “Creating new event opportunities and re-creating old events in an innovative way: Case study of Hadoti region” *Tourism Events in Asia Marketing and Development* **Routledge, USA** under *Advances in Events Research Series*. Editors: Hassan A. and Sharma A. ISBN 978-1-138-47691-2(hbk),ISBN 978-1-351-10574-3(ebk).
- Arora, S. & Sharma, A. (2018). “Role of Information and Communication Technology in Marketing and Promoting Tourism Events of Rajasthan” *Tourism Events in Asia Marketing and Development* **Routledge, USA** under *Advances in Events Research Series*. Editors: Hassan A. and Sharma A. ISBN 978-1-138-47691-2(hbk),ISBN 978-1-351-10574-3(ebk).
- Sufi, T.& Sharma, A. (2018) “Comparative Analysis of Responsible Tourism: A Study of Star Rated & Eco Hotels in India.” *Tourism and Hospitality Digital Technology for Tourism –Transformation and Trend*, Swaranjali Publication, Ghaziabad. ISBN 978-93-88838-05-4. Pp. 50-69.
- Sharma, A. (2018). “Unlocking the Employment Opportunities in Tourism Industry at Hadoti Region with the help of Tourism Education: Challenges and Future Perspectives.” *Contemporary Human Resources Management in the Tourism Industry* IGI Global, USA.
ISBN13: 9781522557609|ISBN10: 1522557601|EISBN13: 9781522557616

- Sharma, A. (2018). “Festivals for Sustainable Tourism Development: A Case Study of Hadoti Region, Rajasthan.”In Prof. Judith Mair, *Handbook of Festivals* Routledge Print ISBN: 9781138735811, eBook ISBN: 9781315186320
- Hassan, A. & Sharma, A. *Wildlife Tourism for Visitor’ Learning Experience: Some Evidences on the Royal Bengal Tiger in Bangladesh and India*. In Prof. Ismar B.Lima and Prof. Ronda J.Green (eds.), *Wildlife Tourism, Environmental Learning, and Ethical Encounter* **New York: Springer. ISBN 978-3-319-55573-7, ISBN 978-3-319-55574-4 (ebook).**
- Sharma, A. & Rishi, O.P. (2017). “A Study on e-Marketing and e-Commerce for Tourism Development in Hadoti Region of Rajasthan.”In Dr. S C Satapathy, Er. Amit Joshi, *International Conference on Information and Communication Technology for Intelligent Systems*. **Springer** SIST series ISBN 978-3-319-63672-6. Pp. 128-136.
- Singh, M.K., Rishi, O.P., Sharma, A. & Akhtar Zaved(2017). “Knowledge Extraction Through Page Rank Using Web-Mining Techniques for E-Business: A Review” *Maximizing Business Performance and Efficiency through Intelligent Systems* **IGI Global, USA** (ISBN13: 9781522522348|ISBN10: 1522522344|EISBN13: 9781522522355)
- Praveen, W. and Sharma, A. “ Multidimensional Importance of Wildlife Tourism at Hadoti Region in Rajasthan.” *ICIRSTM -17* ISBN-978-93-86171-20-7.
- Hassan, A. and Sharma, A. (2017)“Wildlife Tourism: Technology Adoption for Marketing and Conservation.” In M. A. Khan and J. K. Fatima(eds.), *Wilderness of Wildlife Tourism*, Waretown, **USA: Apple Academic Press**, Inc. Hardback print: 978-1-77188-481-5 ebook ISBN: 978-1-77188-482-2
- Hassan A., & Sharma, A. (2017) The British Indian curry industry moves to Bangladesh: Globalization effects. In Slocum, S.L. & Curtis, K.R. *Food and Agricultural Tourism: Theory and Best Practice* (pp. 76-77). Oxon, UK: Routledge.
- Sharma, A. & Hassan, A (2017). *Traditional Cooking for Food Tourism in the Shekhawati and Hadoti Regions of Rajasthan, India* in S. L. Slocum and K. R. Curtis (eds.), *Food and Agricultural Tourism: Theory and Best Practice*(98-99): **Routledge. Text Book**.ISBN paperback 9781138931107,hardback 9781138931091,ebook9781315679945

- Sharma Anukrati (2015). “Cultural and Heritage Tourism Development: A Case Study of Hadauti Region, Rajasthan “ Bharti Publication, New Delhi ISBN 975-05-85000-40-9 Book titled- Emerging Trends in Hospitality and Tourism Sector.
- Sharma, Anukrati (2015).”Tourism Destination Development; A Case Study of Baran District, Hadauti, Rajasthan”. Prateeksha Publications, Jaipur ISBN 978-93-83662-23-4. Book titled – Tourism In India: Opportunities and Challenges.
- Sharma, A and Singh, V (2015)“ Exploring Wildlife Tourism: A Case Study of Sorsan, Rajasthan” Innovations and Challenges in the age of M- commerce Bharti Publications pp.179-189. ISBN 978-93-85000-35-5
- Praveen. W. and Sharma A.(2014) “ Bhangarh Fort, Rajasthan: A Case Study of Dark Tourism” ISBN 978-93-83241-43-9 pp.60-63 Archers and Elevators Publishing House, Dynamics of Commerce and Management
- Sharma ,A and Arora, S.(2014)”Shift in Marketing Trends in Current Competitive Scenario" ISBN 978-81-928584-1-8 .pp.165-167 .Baba Farid College of Management and Technology, Bathinda Latest Trends in Management, Commerce, and Economics
- Sharma, A.(2012) “E-Commerce Creating New Avenues for Tourism Industry” ISBN 978-93-81546-92-5 pp.5-7 Prashant Publications, Jalgaon, India Changing Scenario of Business and Commerce

RESEARCH CONFERENCES

Conferences Attended - 65

International & Published	-	15
International & Presented	-	22
National & Published	-	7
National & Presented	-	19
State & Published	-	1
Regional Presented	-	1

Conference Proceeding (International)

1. International Conference on **Human Resource**, Jan 6, 2010, Indian Education Society of Management College, Mumbai, **Paper Presented & Published “Trends & Challenges in HR, Excel India Publishers (ISBN-93-80043-71-6)”**.
2. International Conference on **Soft Skills**, April, 9-10,2010, Himalayan Institute of Management, KALAAMP, HP, **Paper Presented & Published “Stress Management – Boon for Indian Companies,” Published in Book ISBN 978-81-**

8220-319-8.

3. International Marketing Conference 2011 on **Changing Dynamics of Management through Innovation and Creativity Paper Presented & Published “ Changing Paradigms of Retail Industry” ISBN 978-93-80697-48-2** Excel India Publications.
4. International Seminar on **Innovations in Strategic Management for Organizational Excellence**, Singhad Institute of Business Administration & Research, Pune **Paper Presented & Published “ Innovations in HR Strategies ISBN 978-81-908387-3-3** SI BAR.
5. International Conference on **The Myths & Realities of India Advantage** Paper Presented & Published titled Commerce and Management Education -Dynamic Changes Required, SIMS, PUNE, **ISBN 97-81-7446-906-9** Excel Books.
6. International Conference **MANTHAN, Singhad Management School**, Pune, Paper Presented & Published “ Business Ethics- An Essential Tool for Success” **ISBN 978-93-5024-769-3.**
7. “An Empirical Study on digital Marketing in Rajasthan, Tourism Development,” Published in New Horizons of Information Technology by using Engineering and Mathematical Approaches. Proceedings of the **9th Biyani International Conference(BICON-14)**, ISBN 978-93-83462-36-0 PP.
8. “Rural tourism: A new Mantra for Increasing the Living Standard of Villagers of Rajasthan” Published in Changing Dynamics of Global Economy, Proceedings of the **9th Biyani International Conference (BICON-14)**, ISBN 978-93-83343-003 PP 77-83. 2014
9. Sharma Anukrati and Rishi O.P.(2014), “ Gender Discrimination and Harassment in Indian Education: With Special Reference of Universities.” Proceedings of the **9th Biyani International Conference (BICON-14)**, Biyani Institute of Commerce and Management. ISBN 978-93-83462-39-1.pp.113-125
10. Sharma Anukrati(2016)Role of Women in Transformation and Enhancement Tourism and Hospitality Sector; A Study on Hadoti and Shekhawati Regions of Rajasthan paper presented at ICSSR sponsored 10th Biyani International Seminar on Role of Gender in Promoting Quality Education at Biyani Girls B.ED. College, Jaipur.ISBN; 978-93-83462-39-1.

International Conference (Paper Presented)

11. **Sharma Anukrati (2010) IABC Conference** The Clute Institute for Academic Research, The Clute Institute for Academic Research, Orlando, Florida SA, **Paper Presented** “Tourism Catalyst of Service Industry.”
12. Sharma Anukrati (2010) Ist Annual Research Conference on **Medical Tourism Research**, Centre for Medical Tourism Research, Son Antonio Taxes, USA, **Paper Presented** “Marketing of Medical Tourism the Future of Health Services.”
13. Sharma Anukrati (2010), “Emerging Trends in Professional Management Education

in knowledge Economy of India.”Paper presented at International School of Management Excellence & Quality Control of India Conference, ISME Academics, Bangalore.

14. Sharma Anukrati (2010) International Seminar on **Rural Marketing the Changing Scenario**, Commerce College, Jaipur, Rajasthan, **Paper Presented** “Rural Marketing Redefining The Success of Indian Companies.”
15. Sharma Anukrati (2010) 4th International Conference on **Management Next Paradigms & Innovation**, Gian Jyoti Institute of Management & Technology, Mohali, Chandigarh, **Paper Presented** “HR Strategies in Service Sector (with special reference to Tourism Industry).”
16. International Conference on **Business vision – 2020**, April, 15 -16,2010, Acharya’s Bangalore B School, **Paper Presented** “New Dimension of Management – Temple Management.”
17. Second International Conference on **Management Practices for Sustainable Growth**, July 28-30, 2010, Annamalai University, Tamil Nadu, **Paper Presented** “Conflict Management: Introducing New Life in Organization.”
18. International Conference on **ICDCM, XIM Bhubaneswar**, India, **Paper Presented**“Rural Education Unmte Sector in Modern India.”
19. Sharma Anukrati(2011).International Conference on “ **Global Financial Crisis: Challenges & Opportunities**,” **B.N. College, Udaipur** Paper Presented titled “ Indian Medical Tourism Acquest Athithi Devo Bhav
20. Sharma Anukrati (2014), “ Tourism Marketing: An Innovative Idea for Promotion.”International Conference 9th India Japan Bilateral Conference on Creativity and Innovation in Management of Business. BICON.
21. Sharma Anukrati (2014),Role of Education in making Entrepreneurs –In special context to Rajasthan” paper presented 12th International Conference of Management and Behavioral Sciences On “Re-Visioning Business Management and Psychology: Ecologies of Local and Global Contexts” conducted by the Society of Management and Behavioral Sciences Hotel Fortune Select Metropolitan, Jaipur, Rajasthan
22. Sharma Anukrati(2014),“Building Entrepreneurs –A study upon entrepreneurship development program carried out by education sector of Rajasthan”. paper presented **4th** Biennial International Conference on “Entrepreneurship, Tourism, Environment and Energy “ organized by the Centre for Entrepreneurship and Small Business Management, Maharshi Dayanand Saraswati University, Ajmer.
23. Sharma Anukrati(2015), “Role of ICT in Travel, Tourism, and Hospitality industry opportunities and challenges with reference to the state of Rajasthan” paper presented in International Conference on Marketing -2015 Contemporary Trends and Challenges Across the Globe, organized by IIS University, Jaipur.
24. Sharma Anukrati(2015), “A Critical Analysis on the Niche Market Strategy for Strategy for attracting Tourists in Rajasthan” paper presented in International

Conference on Marketing -2015 Contemporary Trends and Challenges Across the Globe, organized by IIS University, Jaipur.

25. Sharma Anukrati (2015). “Cultural and Heritage Tourism Development: A Case Study of Hadauti Region, Rajasthan “ paper presented at the International Conference on Emerging Trends in Hospitality and Tourism Sector, organized by Subharti Institute of Hotel Management, Meerut.
26. Sharma Anukrati(2016)Role of Women in Transformation and Enhancement Tourism and Hospitality Sector; A Study on Hadoti and Shekhawati Regions of Rajasthan paper presented at ICSSR sponsored 10th Biyani International Seminar on Role of Gender in Promoting Quality Education at Biyani Girls B.ED. College, Jaipur.
27. Sharma Anukrati (2017) Accessible Tourism: An Inseparable Component of Sustainable Tourism paper presented at the International Tourism Research Symposium (ITRS)- 2017 Organized by: Tourism Study Programmes, Department of Economics, Faculty of Arts University of Colombo, Sri Lanka on the topic Cultural Values Diversity and Heritage in Tourism 3-4 October 2017.
28. Sharma Anukrati (2018) Relationship between Gastronomy and Economic Growth of Kota City: A Perception Analysis paper presented at the International Gastronomy Tourism Studies Congress, Kocaeli University held on 20-22 September 2018.
29. Sharma Anukrati(2018) The Influence of Creative Tourism in the Development of Destination as a Brand paper presented at the International Tourism Research Conference (ITRC)2018 held on 4th October 2018 at Bandaranaike Memorial International Conference Hall Colombo Sri Lanka.
30. Sharma Anukrati(2018) City Tourism as Destination Motivator to the Cultural and Heritage City of Kota for Promising Future paper presented at the International Tourism Research Conference (ITRC)2018 held on 4th October 2018 at Bandaranaike Memorial International Conference Hall Colombo Sri Lanka.
31. Sharma Anukrati (2019) Dark Tourism Sites of Rajasthan, India : Trends and Analysis of Motivational Factors paper presented at 5th International Tourism Research Conference Knowledge, Policy, Synergy a Way Forward For Sustainable Tourism Development at Tourism Study Program, Department of Economics, Faculty of Arts, University of Colombo, Sri Lanka on Digital Transformation, Managing Risk and Building Resilience in Tourism Development 28th September 2019.

Conference Proceedings (National)

1. UGC Sponsored National Conference on Recent Trends in Commerce, Management & Information Technology, Jan 29-30, 2010, Dayanand College of Commerce Latur, Maharashtra, Paper Presented & Published “Advertising in the Millennium, Vidhya Bhartee Prakashan ISBN 81-7876-075-4”.
2. National Conference on Think Global – Go Rural, March 18, 2010, KSR College of Arts & Science, Tiruchengode, Tamilnadu, Paper Presented & Published “Promotion

of Brands in Rural Market – Needs & Challenges,” Excel Books ISBN 978-81-7446-836-9.

3. Third National Conference on Recent Research Trends in Advanced Computing, 9th April 2010, Thiagarajar School of Management Madurai, Tamilnadu, Paper Presented & Published “E-Commerce - Boon or Bann for Business Organizations,” Paper included in CD Form.
4. National Conference on Quality Improvement Tools in Dynamic Market Scenario, May 6,7 2010, Delhi Business School, New Delhi, Paper Presented & Published “Rural Marketing a Challenging Prospective, in an edited Book.
5. National Conference on Indian Service Sector – Present Scenario and Future Perspective, C. Z. Patel College of Business and Management, Vallabh Vidyanagar, Paper Presented & Published “ Contribution of Medical Tourism in Indian Economy” ISBN 978-93-81142-15-8 Manglam Publications.
6. National Conference “Utkarsh-III” Innovative Quest in Management and Zest in Information Technology for the Modern Era,” Dr.D.Y.Patil School of Management, Pune 12& 13th March 2015 Paper Presented and Published “ The Growing Zest of Agritourism in India: New Feature in Indian Tourism Industry.” Success Publications ISBN 978-93-84916-66-4
7. National Conference “Utkarsh-III” Innovative Quest in Management and Zest in Information Technology for the Modern Era,” Dr.D.Y.Patil School of Management, Pune 12& 13th March 2015 Paper Presented and Published “A Study on Strategies & Information Technology in Rajasthan Wildlife Tourism.” Success Publications ISBN 978-93-84916-66-4.
8. Sharma A. & Singh Vijay (2018) National Conference “ 4th National Conference on Physical Education and Sports Sciences” under Ministry of Youth Affairs and Sports, organized by Physical Education Foundation of India 9-10 February 2018, New Delhi. Paper Published “Sports Tourism in Hadoti Region: Way Forward Opportunities and Challenges.” ISBN 978-93-5300-165-0 PP. 79-86.

Papers Presented (National)

4. Sharma Anukrati (2019), “Comparative Analysis of Responsible Tourism: A Study of Star Rated and Eco Hotels in India” in the National Conference on Hospitality and Tourism Digital Technology for Tourism- Transformation and Trends, February 9,2019 Organized by Department of Hospitality Management, Graphic Era Deemed University Dehradun.
5. Sharma Anukrati(2018), “ Sports Tourism and Sports Events – Opportunities and Future Prospects in India” in the 4th National Conference on Physical Education and Sports Sciences, Vision & Mission Olympics 2020, New Delhi 9-10 February 2018.
6. Sharma Anukrati (2016) “An Exploratory Study on Corporate Social

Responsibility in Tourism and Hospitality Sector “National Conference on Corporate Governance New Paradigms organized by IIS University, Jaipur

7. Sharma Anukrati (2016) “Measuring the Stakeholders’ Perspectives; Strategy for Tourism Development with reference to selected tourists places of Shekhawati Region “ National Conference on Corporate Governance New Paradigms organized by IIS University, Jaipur
8. Sharma Anukrati (2015)” Role of Information Technology for Administrative Reforms” National Seminar on Administrative Culture in India: Transparency and Accountability.Organized by Department of Social Science, University of Kota. Sponsored by ICSSR, New Delhi.
9. Sharma Anukrati(2014), “ A Study on the Role of Social Media for Creating Brand Awareness.” paper presented National Conference on Emerging Computing Technologies in Modern Era. Organized by S.S.Jain Subodh P.G.College.
- 10 Sharma Anukrati (2014), “ A Study on Environmental and Social Issues of Rajasthan Wildlife Tourism” paper presented at National Seminar on Environmental Issues and Social Concerns. Organized by Department of Social Sciences, University of Kota and Indian Sociological Society.
- 11 Sharma Anukrati(2014) “Information Technology and Tourism: Challenges and Opportunities” paper presented National Conference on Changing Scenario of Business Management and Finance in India. Organized by Faculty of Commerce S.S.Jain Subodh P.G.College, Jaipur
- 12 Sharma Anukrati (2013), “ Born to be Equal” paper presented at National Seminar on Socio-Legal Issues and Challenges of Female Foeticide and Infanticide in India. Sponsored by National Commission of Women, New Delhi, UGC, New Delhi and University of Kota
- 13 Sharma Anukrati (2011), “ MNREGA: Social Audit.” National Seminar on MNREGA: Opportunities & Challenges organized by University Commerce College, University of Rajasthan.
- 14 Sharma Anukrati (2011), “Emerging Issue of Management – Temple Management” 3rd National Conference on Emerging Issues in Business Management Arya College, Jaipur.
- 15 Sharma Anukrati (2010), “Emerging Role of NGO’s.” National Seminar on Emerging Business Trends in India SKIT, Jaipur.AICTE Sponsored.
- 16 Sharma Anukrati (2010),“ Communication a Vital Property of Life.” National Conference on Innovations & Organizational Changes in India’s Corporate World at Master Dwarika Prasad College, Dholpur.

- 17 Sharma Anukrati (2010), "An Innovation for Entrepreneurs Medical Tourism" National Seminar on Inclusive Entrepreneurship, Sinhgad Management School, Kondhapuri Taluka Shirur, Pune.
- 18 Sharma Anukrati(2010), "New Millennium Success Mantra Adoption of Business Ethics & Values."National Conference on International Business Practices to Face Global Competition, GNA Institute of Management & Technology, Phagwara
- 19 Sharma Anukrati(2010), " Ethics & Values in Business - A Challenge or Necessity." Athenaem 2010, 4th International Conference on Management Research, Bhartidasan Institute of Management, Tiruchirappalli, Tamilnadu.
- 20 Sharma Anukrati(2010), " Ethics & Values fulfiller of Business 21st Century "Second National Conference on Trends in Business Strategies & Information Systems, Thiagarajar School of Management Madurai, Tamilnadu.
- 21 Sharma Anukrati (2009), "Fueling India's Young Generation with Quality Education" paper presented National Seminar on Professional Orientation of Business Education, Commerce College, Jaipur, Rajasthan.
- 22 Sharma Anukrati (2008) "Rural Marketing a Blend of Opportunities & challenges.International Conference on R3 (Rural, Retail & Revolution), IIRM, Jaipur.
- 23 Sharma Anukrati (2005), "Globalization- Impact on Tourism Industry" National Seminar on Globalization Myth or Reality, 2005, Commerce College, Jaipur.
- 24 Sharma Anukrati (2004) "Changing Perspectives in Management Education" paper presented National Seminar on Changing Perspectives in Management Education, Commerce College, Jaipur.

State Conference Presented/Published

State Conference on Global Economic Crises and India's Economic Stability, April 23-24, 2010, Dayanand College of Commerce, Latur, Maharastra, Paper Presented & Published "Recession Impact on Indian Tourism, Published in Book ISBN (Selected for Best Writer Award)"

Regional Seminar

Sharma Anukrati (2013) "Rajasthan Tourism Industry" paper presented at Regional Seminar on World Tourism Day.UGC Sponsored seminar on Heritage Tourism: An Emerging Tool for Sustainable Development. Organized by University of Kota.

Study Material of M. Phil.and M.Com

- Vardhman Mahaveer Open University, Kota
- Unit -13 titled Measures of Central Tendency
- Unit -13 titled Co-relation and Co-efficient (ISBN 13/978-81-8496-018-1)

Articles in News Papers/Magazines

- Innovations in Management** Published in **National News Paper DNA Academy** on 25th August 2008
- Global Economic Crisis & Indian Telecom Industry** QUEST (a newsletter published by Indian Express)
- What is the Practicality of Management Education** Article Published in Consumer's World Magazine (Hindi Fortnightly) November 2012 issue
- GOD An Energy or A Remedy** Article Published in Consumer's World Magazine (Hindi Fortnightly) May 2013 issue
- Education V/s Knowledge** Article Published in Consumer's World Magazine (Hindi Fortnightly) May 2013 issue
- Kota: New Tourist Destination** Published in Times of India Kota Plus September 27, 2013
- Development of Tourism through Information Technology** Editorial Published in Rajasthan Patrika September 27, 2013
- Women in Modern Era** Published in Chambal Sandesh Newspaper October 6, 2013
- Padharo Mahre Pavna** Published in Chambal Sandesh Newspaper 2013
- Empowering Women** Published in Times of India Kota Plus March 7, 2014
- Newspaper Columnist** News Today Newspaper a Sister Concern of Rajasthan Patrika Colum tilted as Today's Classroom for the subject Strategic Management.
- Changing Tomorrow Newspaper** Temple Management in Rajasthan March 5, 2016.
- Daily News and Analysis Newspaper** **The Way to Accessible Tourism**, is to create social equality 27 September 2016.
- The Higher Education Review Magazine** Tourism and Hospitality Education for Sustainability in Rajasthan State Page 32-34. Vol-5, Issue 9-1. October 2017.

Invited to Talks/ Lectures/ Conference Speaker:

- JDB Girls College, Kota on Personality Development & Stress Management
- Biff & Bright College of Technical Education, Padsoli, Jaipur on Time Management **2013.**
- Biff & Bright College of Technical Education, Personality Development 2013.
- Mahaveer Commerce College, Jaipur on Personality Development 2013.
- R.A.Poddar Institute, Jaipur on New Dimensions of Tourism 2013.
- St.Wilferds College Jaipur on Leadership Skills 2013.
- Maharshi Arvind College of Eng. and Management, Jaipur on the Key Strategies for Students' Success and Self Confidence 2013.
- Invited Lecture at Rajasthan Police Academy, Jaipur on CSR role in Gender Equality. 17 December 2014.
- Resource Person at UGC Sponsored National Workshop on Empowering India through e-Governance (2014). Organized by Knowledge Centre and Youth Development Centre, Shri Ratanlal Kanwarlal Patni Government P.G. College, Kishangarh, Ajmer.
- Guest Speaker Special Session on Tourism in Rajasthan National Seminar on Tourism (2015).Organized by University Commerce College and St. Wilfred's, Jaipur.
- Trainer at the ToT course for Rajasthan Police Law Instructors, Rajasthan Police Academy on the topic "Communication Skills for effective training and communication with media." 23 Dec., 2015.
- Invited for an extension lecture at MDS University, Ajmer on 22 April 2016 titled "Opportunities in Tourism Industry".
- Invited for an extension lecture at MDS University, Ajmer on 23 April 2016 titled " The Success Mantra for Students".
- Delivered a talk to the research scholars at the University of Rajasthan on Emerging Issues of Research. May 2016.
- Delivered a talk on How to write a thesis to the research scholars at University of Kota May 2016.
- Invited as a Speaker at 3rd International Conference on VLSI, Communication, and Networks on 10-11th March 2017.
- Invited speaker at the National Conference on Agri-Tourism at Mumbai on 16 May 2017.

- Invited speaker at **GRAM** organized by **FICCI** and Rajasthan Govt. at Kota on 26 May 2017.
- Invited as a resource person at the Training course on Change Management at Rajasthan Police Academy, Jaipur June 2017.
- Delivered a talk on How to Collect Data to the research scholars at the coursework at University of Kota 31 August 2017.
- Delivered a talk on How to proceed and prepare research project and fellowship to the research scholars at the coursework at University of Kota 31 August 2017.
- Invited Keynote speaker at National Seminar on Women Empowerment: Challenges and Prospects organized by Post Graduate Studies, Swami Keshwanand Rajasthan Agriculture University, Bikaner 9 September 2017.
- Invited as Resource Person on Effective Communication Skills for Leadership at Rajasthan Police Academy on 18th September 2017.
- Invited Panel Member at the International Tourism Research Symposium (ITRS)- 2017 Organized by Tourism Study Programmes, Department of Economics, Faculty of Arts University of Colombo, **Sri Lanka** on the topic Cultural Values Diversity and Heritage in Tourism **3-4 October 2017**.
- Invited Speaker on Looking Beyond 2030 with New Tourism Education Dynamics in the International Conference on New Tourism Paradigms in a Changing World: Innovations, Dynamics, and Future Perspectives **27-29 November 2017 Aligarh Muslim University**.
- Invited Resource Person on Sports Tourism A Way Forward in the 4th National Conference on Physical Education and Sports Sciences, Vision & Mission Olympics 2020, **New Delhi** 9-10 February 2018.
- Invited for an extension lecture at MDS University on 10th March 2018 on Personality Development and Communication Skills: Essentials for Growth”.
- Invited Speaker on Customer’s Voice what do Accessible Tourists Need? In the ICAA 2018 – Inspiration & Perspiration International Conference on **Accessible Adventure** 29-31 March 2018. **International Development Institute, Pokhara, Nepal**.
- Invited to Chair Technical Session in the Jaipuria International Management Conference 2018 Indore on Sustainable, Smart, and Socially Responsible Organizations: The Road Map to Business Excellence June 23, 2018.

- Invited as a Resource person on Presentation on best Practices for better Police Public relations at Rajasthan Police Academy, Jaipur 3th August 2018.
- Invited as a Resource Person on Stop negative thoughts : Getting started at Rajasthan Police Academy, Jaipur 25th August 2018.
- Invited as a resource person on Effective Crisis Management Strategies at the Training course on Crisis Management at Rajasthan Police Academy, Jaipur 5th September 2018.
- Expert Lecture in the Conclave for Ph.D. and Master Research Students in Tourism on 6th Oct 2018 at **Colombo, Sri Lanka.**
- Invited as Panel Member and Resource Person at 4th International Tourism Research Conference on 4th Oct 2018 and in the 5th Tourism Leaders' Summit (<http://www.tourismleaderssummit.org/>) on 5th Oct 2018 at the Bandaranayake Memorial International Conference Hall (BMICH), **Colombo, Sri Lanka.**
- Invited as, Speaker on Buddhist Tourism: Marketing Strategies at 1st International Buddhist Tourism Summit on 2nd Oct 2018 at **Ridi Viharaya in Kurunagala, Sri Lanka.**
- Invited as a resource person at the Training course on Stress Management at **Rajasthan Police Academy, Jaipur 2018.**
- Invited talk at MDS University, Ajmer on Tourism Entrepreneurship, 9th March 2018.
- Invited talk at MDS University, Ajmer on Personality Development and Stress Management, 10 March 2018.
- Invited to Chair a Technical Session on Religious Tourism Opportunities and Challenges at Two days Seminar by School of Heritage, Vanshavali Shodhpeeth, University of Kota on 14-15 April 2018.
- Resource Person in 03 days In-House Training of Special Juvenile Police Units, Anti-Human Trafficking Units and Public Prosecutors at Kota, Rajasthan a District Level from 21st -23rd December, 2018. Resource Person in the Session on **“Child Protection is an Art & Science”** on 21st December, 2018.

- Invited for an extension lecture on 15th March 2019 at MDS University on “New Dimensions of Marketing.”
- Invited for an extension lecture on 16th March 2019 at MDS University on “Time Management importance in Students life.”
- Invited Speaker at the Workshop on Geographical Indication Application Filing and Awareness Programme on March 26th 2019 at Lord Buddha College, Kota. Talked on Tourism and GI.
- Invited as a resource person on Halal Tourism in India: Potential, Challenges and Future Prospects at 2nd International Halal Tourism Congress at Republic of **Turkey Kastamonu University, Turkey** on 04-06th April 2019.
- Invited as a Speaker on Sports Tourism and Sports Event: A Way Forward at LNCPE, International Conference Trivandrum organized by **Sports Authority of India** on 18- 20 July 2019.
- Invited as Chair on Sports Management at LNCPE, Trivandrum organized by **Sports Authority of India** on 18- 20 July 2019.
- Invited as Keynote Speaker on New Dimensions in Tourism and Research organized by Research Development Association at Jaipur 27-28 July, 2019.
- Invited for Extension Lecture at MDS University Ajmer on 10th August 2019 titled “Explore the Unexplored to come out from Overtourism”.
- Invited Speaker at “ Performing Rajasthan- Reading Practices from Past to Present, in the local and global dimensions and with academic, institutional and artist perspectives” First International Conference organized by Ghent University, Belgium and Mehrangarh Fort Trust Jodhpur, 9-12 September 2019 on Creative Event design, Content Marketing and New Dimensions of Tourism”.
- Invited Keynote Speaker at “5th International Tourism Research Conference Knowledge, Policy, Synergy a Way Forward For Sustainable Tourism Development at Tourism Study Program, Department of Economics, Faculty of Arts, University of Colombo, Sri Lanka on SDG Goals and Sustainable Tourism Development 28th September 2019.

- Invited as Panel Member at “5th International Tourism Research Conference Knowledge, Policy, Synergy a Way Forward For Sustainable Tourism Development at Tourism Study Program, Department of Economics, Faculty of Arts, University of Colombo, Sri Lanka on Digital Transformation, Managing Risk and Building Resilience in Tourism Development 28th September 2019.
- **Invited Speaker** at the Silk Road International University of Tourism, International Conference on “Effective use of the tourism potentials the regions: theory, practices and prospects”. **Samarkand City, Uzbekistan 21-22nd February 2020.**

Research Scholar

- Role of Celebrity Advertising in Present Advertising World: A Comparative Study of Celebrities and Non- Celebrities in FMCG Sector- (Akansha Bhargava) Status of PhD- Awarded
- Growth and Development of Event Management Sector in Rajasthan: An Evaluation- (Shruti Arora) Status of PhD- Awarded
- Effect of Celebrity Endorsement on Consumers: A Study of Selected FMCG Products- (Amit Mathur) Status of PhD- Awarded
- Role of State Government in Promoting Agricultural in Rajasthan: An Empirical Study of Selected Farmer's Satisfaction Level- (Megha Goyal) Status of PhD- Awarded
- Tourism Marketing in Rajasthan: A Case Study of Rajasthan Tourism Development Corporation- (Wajeda Parveen) Status of PhD- Awarded
- An Assessment of Problems and Prospect of Organised Retail through Shopping Malls: A Study with Reference to Rajasthan- (Princy Thomas) Status of PhD- Awarded

National Workshop:

- 2nd National Case Writing Workshop AIMS at JK Lakshmi Pat University, Jaipur Case Study Presented and published.
- Global Internet Governance –Opportunities and Challenges (2014) two days National Workshop attended.

Trainer

The Managing Conflict and Difficult Conversations on the Board- Train the Trainer Course International Finance Corporation and Centre for Effective Dispute Resolution(CEDR), New Delhi. (May 2015).

Faculty Development Program:

- FDP on Research Methodology & SPSS at Birla Institute of Technology, Noida from 9th June to 11th June 2011
- Entrepreneurship Awareness Camp, organized by RAJCON and Sponsored by NSTEDB, Deptt. Of Science & Technology, Govt. of India at BBCTE, Jaipur from 28th to 31st January 2012.
- Workshop on Geographical Indications and Patent Right organized by Department of Commerce & Management, the University of Kota in collaboration with the Department of Science and Technology, Govt. of Rajasthan & Laghu Udyog Council, Kota on 10th May 2013.
- Attended 21 days Summer Training Course on Geospatial Technologies under Natural Resources Data Management System (NRDMS), Program of DST, Ministry of Science and Technology, Government of India conducted by the Department of Remote Sensing, Birla Institute of Scientific Research, Jaipur from May 25 to June 15, 2015.

Seminars/Workshops Organized:

- Talks of Eminent Speakers under Placement Cell
- Cultural, Sports and Quiz Programs under Students Welfare Department

Organizing Secretary National Seminar on Socio-Legal Issues and Challenges of Female Foeticide and Infanticide in India 4-5 October 2013

Intellectual Property Rights Workshop, November 20, 2013

Convener 45 Days Entrepreneurship Development Program organized by Department of Commerce and Management and Department of Science and Technology, Government of Rajasthan from 19th Feb.-3rd April 2014

Convener National Workshop titled " Challenges and Opportunities of Life: A Road Map Towards Successful Career " on July 3-4, 2014 at University of Kota, Rajasthan.

Conference Chair /Committee:

- Member of Scientific Committee of International Conference on Business and Management held in **Izmir, Turkey** from the 5th - 7th of June, 2013.
- Member of International Committee of the 2013 International Symposium on Business and Social Science (ISBASS) to be held 27-29 July 2013 at **Bangkok, Thailand.**

- Program Committee Member of International Conference on Information and Knowledge Management (ICIKM 2013) held in Chengdu, **China** during July 20-21, 2013.
- Scientific and Review Committee of Global Illuminators International Conference on “ *Trends in Multidisciplinary Business and Economic Research* ” (TMBER-2014) **Bangkok** 27-28 March 2014.
- **Massachusetts, USA** 20-21 March 2014 Conference Program Committee
- International Symposium on Business and Social Sciences, ISBASS International Committee Board Member **Bangkok, Thailand**, April 2014.
- Conference Editorial Board, Creating Innovation in Business Transformation, AICMBS, 2014, **University of Brawijaaya, Indonesia** (ISBN -978-602-7677-64-7)
- Technical Committee Member, 3rd International Conference on Information and Education Technology, January 5-6, 2015, **Bali Island, Indonesia**.
- Technical Committee Member, 4th International Conference on Educational and Information Technology, **March 19-20 2015, Florence, Italy organized by American Society for Research** and International Journal of Information and Educational Technology.
- International Steering Committee Member 3rd International Conference on Sustainable Development, **Rome, Italy 5-6 June 2015 at Gregorian University of Rome, European Centre for Sustainable Development**.
- Program Committee Member **4th Annual International Conference on Enterprise and Globalization (EMG 2015)** organized by Global Science and Technology Forum, Singapore.

Refresher Courses

Academic Staff College, the University of Rajasthan on Commerce and Management, 9-28 December 2013 and (Obtained A grade).

Project

Research Award Scheme *UGC, New Delhi, (for Tourism Studies)* Critical Analysis of the Status of Tourism in Hadoti and Shekhawati Region (Rajasthan); Opportunities, Challenges and Future Prospectus

Awards /Honours & Certificates

International Achievers

Award For Education Excellence Awarded by International Achievers Summit on Global Corporate Achievements and Social Responsibilities 20th June 2012 by His Excellency Mr. Korn Dabbaarni, Former Dy. Prime Minister of Thailand

Shiksha Bharti Awarded by All India Achievers Foundation on National Seminar on Globalization of Indian Industries and World Peace by Former Governor Dr. Bhisma Naiarn Singh and Dr. Sam Neuroma, President of Namibia 11th May 2012 at India Habitat Center, New Delhi

Versatile Faculty & Administrator Awarded by Biff & Bright College of Technical Education on Aspirations Annual Function 2nd March 2012

Best Paper Award Conference at Latur, Maharashtra

Mother Teresa Excellence Award Awarded by Integrated Council for Socio-Economic Progress on National Seminar on India's Development –Current Scenario by Hon'ble former Union Minister of State for Planning, Got .of India Shri M.V. Rajasekharan and Dr. G.V. Veeresh, Former Vice Chancellor University of Agricultural Sciences, Bangalore 25th November 2012 at Hotel Citrine, Corporate Square, Bangalore.

Bharat Excellence Award Friendship Forum of India

Editorial Board Member :

International Journal of Exclusive Management Research
IJEMR, Bangalore, India (Online ISSN 2249 -2585 Print ISSN 2249 – 8672)

International Journal of Marketing & Business Communication,
New Delhi, India (ISSN-2277-484X)

Online International Interdisciplinary Research Journal,
Maharashtra, India (ISSN 2249-9598)

PARIPEX – Indian Journal of Research, Ahmadabad, Gujarat, India (ISSN -2250-1991)

International Journal on Research and Development A Management Review (IJRDMR)
ISSN (Print): 2319–5479

Public Journal of Business Studies, Dhaka, Bangladesh
International Researcher, Lahore, Pakistan (ISSN 2227-7471)

Journal of Accounting, Business and Management (JABM),
Malangkecuara School of Economics, Indonesia (ISSN 0216-423X)

International Journal of Education Economics
and Development(IJEED), United Kingdom
(Online ISSN 1759-5681 Print ISSN 1759-5673)

Global Journal of Management Science and Technology,
Bhubaneswar, India (Online ISSN 227-5978)

International Journal of Management Research and Review (ISSN 2249-7196)

GLOBAL Journal of Management Science and Technology (GJMST)
(ISSN 2277-5978 online)

International Journal of Academic Research in Management, Switzerland
Multidisciplinary Peer-Reviewed Journal Macro theme Review (ISSN 1848-4735)

Review Board Member:

Indian Journal of Commerce & Management Studies, Nasik,
Maharashtra, India (ISSN 2229-5674)

International Journal of Tourism and Hospitality Management in the Digital Age
(IJTHMDA), USA

Researchers World – Journal of Arts, Science & Commerce, Nasik,
Maharashtra, India (ISSN: 2229-4686)

Journal of Management and Science, Coimbatore, India (ISSN-2249-1260)

JM Academy International Journals, Madurai, Tamil Nadu, India
International Journal of Global Management, Bhopal, India

Journal of International Business and Economics (ISSN 1544-8037)

Journal of International Finance and Economics (ISSN 1555-6336)

International Journal of Business Research (ISSN 1554-5466)

International Journal of Strategic Management (ISSN 1555-2411)

International Academy of Business and Economics IABE, N.Y. (ISSN 1545-2354)

International Journal of Exclusive Management Research,
Bangalore, India (Online-ISSN- 2249-2585 Print - ISSN 2249 -8672)

Public Journal of Business Studies, Dhaka, Bangladesh
International Multidisciplinary Research Journal Review of Research (ISSN 2249-994X)

Consultant Paper Setter

- University of Rajasthan, Jaipur
- Jaipur National University, Jaipur
- MDS. University, Ajmer
- Vardhman Mahaveer Open University, Kota
- Bansthali Vidyapeeth, Newai
- IIS University, Jaipur
- JNV University, Jodhpur
- Maharana Pratap Agri. and Tech University, Udaipur

Professional Memberships :

- All India Management Association, **India**
- Indian Tourism and Hospitality Congress, **India**
- International Association of Business, Commerce & Technology Faculty, **New York**
- International Association of Academicians and Researchers (INAAR), **Singapore**
- Ahmadabad Management Association, **India**
- Indian Accounting Association, **India**
- Indian Federation of Small & Medium News Papers, **India**
- Indian Institute of Public Administration Alumni Association
- National Institute of Personnel Management, **India**
- All India Professional and Management Association, **India**
- Kota Tourism Society, Kota, **Rajasthan.**

Personal Information & Contact Details

Dr. Anukrati Sharma

Place of Birth	Pilani, Rajasthan
Date of Birth	19 th April 1981
Nationality	Indian
D/o Prof. (Dr.)	J.P.N Sharma
W/o	Mr. Virendar Choudhary

I, hereby, declare that the information given to you on this Curriculum Vita is correct to the best of my knowledge, and belief.

Date :

Place : Kota

(**Dr. Anukrati Sharma**)