

CURRICULUM VITAE

DR. ANITA SENGAR

Current address: Department of Marketing, College of Management & Economics Studies, University of Petroleum & Energy Studies, Kandoli Campus, Dehradun

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EDUCATION

Qualification	Year of Passing	Specialization	University/Board	%	Class/Division
Ph.D	2014	Rural marketing	Indian Institute of Technology, Roorkee		A
MBA	2006	Marketing	Maharishi Dayanand University, Rohtak	78	Honours
B.E.	2004	Information technology	Mody University (Formerly Mody Institute of Technology & Sciences, Lakshmangarh (University of Rajasthan))	79.1	Honours
12 th	1999		CBSE	75	Distinction
10 th	1997		CBSE	79	Distinction

Title of Ph.D thesis: A study on evolving perspectives of rural marketing.

Area of specialization: Rural marketing, Marketing management, CRM, Qualitative research.

ACHIEVEMENTS

1. Special acknowledgement in a report “**Cultural-Religious Aspects of Ganga Basin**” prepared under Ganga River Basin Management Plan (GRBMP) of National Ganga River Basin Authority (NGRBA), a collective effort of the Central and State Government for effective abatement of pollution and conservation of the river Ganga by the Ministry of Environment and Forests (MoEF), Government of India.
1. Project on Co creation in Social Entrepreneurship: Partnering with Copenhagen Business School, Copenhagen, Denmark and FGV, Sao Paulo, Brazil. (Period 2012-13-14)
2. Noel Deerr Gold Medal Award of the Year 2012–13 at the 71st Annual Convention of STAI (Sugar Technologists' Association of India) at Hyderabad for research paper entitled “Vertical Business Integration: A Logical Prospective Evolutionary Step for Sugar Industry in India” under Management section.
3. Qualified UGC-JRF, June, 2010

4. Gold medalist, MBA

ACADEMIC ACHIEVEMENTS

PUBLICATIONS

1. Sharma, V., & Sengar, A. (2012). Rural Marketing: A conceptual view. *Indore Management Journal - Special Issue*, 56-65. (ISSN No: 0975-1653)
2. Sharma, V. Agrawal, R., Bharti, K., & Sengar, A.(2014). Marketer's Mindsets: Key to Develop Bottom of the Pyramid Markets. *Procedia- Social and Behavioral Sciences*, 133, 169-179. (an online Journal of **Elsevier- Sciencedirect**)
3. Sengar, A., Sharma, V., Agrawal, R., & Bharti, K. (2014). Rural marketing: An answer to economic development in emerging markets. *Indian Management*, 53(1), 48- 53. (**Publisher: Business Standard**)
4. Bharti, K., Agrawal, R., Sharma, V., & Sengar, A. (2013). Innovative Product Development at the Bottom of the Pyramid. *International Journal on Spirituality and organizational leadership*, 1(2), 50-62. (ISSN no.: 2320-222X, **Publisher: Bloomsbury**)
5. Sharma, V., Agrawal, R., Mahajan, R., & Sengar, S. (2013). Role of Qualitative Research Methodology in Radical Researches. *International Journal of Business and Management Studies (IJBMS)*, 2 (1), 239-250. (ISSN: 2158-1479)
6. Sengar, A., Sharma, V., Agrawal, R., & Bharti, K. (2014). Prioritization of barriers to rural markets: Integrating fuzzy logic and AHP. *International journal of business and emerging markets*, 6(4), 371-394. ISSN : 1753-6227 (**Publisher: Inderscience**)

REFEREED CONFERENCE PROCEEDINGS

1. Nangia, V.K., Sharma, V., Sengar, A., and Mahajan, R. (2012). Technology for Rural Market Development. Published in Edited Book titled *Driving the Economy through Innovation and Entrepreneurship: Emerging Agenda for Technology Management*, pp. 15-26. (**Springer Publications**) (ISBN No: 978-81-322-0745-0).
2. Sharma, V., & Sengar, A. (2012). Rural marketing: A Vedic critique. *Conference proceedings of 1st International conference on Vedic Foundations of Indian Management*, pp. 453-464. (ISOL Publications, ISBN: 978-81-920639-1-1)
3. Sharma, V., & Sengar, A. (2012). Sustainability as a challenge for businesses targeting rural markets. Conference proceedings of *National conference on emerging challenges for sustainable business*, pp. 1471- 1485 (ISBN - 978-93-81583-46-3).
4. Sharma, V., Agrawal, R., Sengar, A., Mahajan, R., & Bharti, K. (2012). Vertical business integration: a logical prospective evolutionary step for sugar industry in India. *Conference proceedings of 71st Annual convention of STAI*, pp. 626-634. (ISBN no: B1-85871-71-X)
5. Bharti, K., Sengar, A., Sharma, V., & Agrawal, R. (2013). Marketing aspects of services in rural areas: An Indian perspective. *Conference proceedings of 10th AIMS International conference on management*, pp. 149-153. (ISBN no.: 978-81-924713-3-4)

6. Bharti, K., Agrawal, R., Sharma, V., & Sengar, A. (2014). Unearthing whys and wherefores in non- adoption of LPG by the BOP consumer: A case of Katputli colony. Conference proceedings of 1st *International Conference on Research and Sustainable Business*, pp. 742-749. (Excel India Publisher, ISBN no: 9-789383-842193)

INTERNATIONAL CONFERENCES

1. Sharma, V. & Sengar, A. (2011). Rural marketing orientation asking for & driving managerial innovation in IT industry in India. *International Conference on Organization Development*. Institute of Management Technology, Ghaziabad. (April 6-7)
2. Sharma, V., & Sengar, A. (2011). Application of E-Governance: Comparing India & South Asian countries. *Ist International Conference on Business & Technology*, Forest Research Institute, Dehradun. (November 4-5)
3. Sharma, V., & Sengar, A. (2012). Affordability and Public Spiritual Partnership for achieving Health for All. *Platinum Jubilee Conference*, Tata Institute of Social Sciences, Mumbai (February, 17-19).
4. Sharma, V., & Sengar, A. (2012). Rural Marketing: A conceptual view. *Fourth International Conference on Excellence in Research and Education*, Indian Institute of Management, Indore (May, 10-13).
5. Sharma, V., & Sengar, A. (2012). Rural marketing: A Vedic critique. *First International Conference on Vedic foundations of Indian Management*, ISOL foundation, Haridwar (April, 19-21).
6. Nangia, V.K., Sharma, V., Sengar, A., & Mahajan, R. (2012). ICT for Rural Market development. *International Conference on Technology management*, Indian Institute of Science, Bangalore (July, 18-20).
7. Sharma, V. Agrawal, R., Sengar, A., & Bharti, K. (2012). Brand loyalty in Rural markets: An empirical study, *6th International Conference on Contemporary Business*, Indian Institute of Technology, Delhi (October, 18-20).
8. Sharma, V. Agrawal, R., Sengar, A., Mahajan, R., & Bharti, K. (2012). Vertical Business Integration: A Logical Prospective Evolutionary Step for Sugar Industry in India. *71st Annual Convention of the Sugar Technologists' Association of India*, Sugar Technologists Association of India, Hyderabad. (24-26 September)
9. Sharma, V. Agrawal, R., Sengar, A., Bharti, K. (2012). Say's Law and Gandhian Philosophy: A Workable Parity for Larger Market Prosperity. *EBES*, Warsaw Conference, Poland (November, 1-3).
10. Sharma, V. Agrawal, R., Mahajan, R., & Sengar, A. (2012). Role of qualitative research methodology in radical researches. *International Conference on Business and Management*, Rome.
11. Sharma, V. Agrawal, R., Sengar, A., & Bharti, K. (2012). Socially connecting Rural markets. *International marketing conference- MARCON 2012*, Indian Institute of Management, Kolkata (December, 28-30).
12. Sharma, V. Agrawal, R., Bharti, K., & Sengar, A., (2012). Social Connectivity and the Bottom of the Pyramid. *International marketing conference- MARCON 2012*, Indian Institute of Management, Kolkata (December, 28-30).

13. Sharma, V. Agrawal, R., Sengar, A., Bharti, K. (2013). Marketing Aspects of Services in Rural Areas: An Indian Perspective. *Tenth AIMS International conference on management*, Indian Institute of Management, Bangalore. (January 6-9)
14. Sharma, V. Agrawal, R., Sengar, A., Bharti, K. (2013). Role of Rural marketing in the economic development of emerging markets like India. *International conference on Trade, markets and sustainability*, Symbiosis Institute of International Business, Pune (February, 22-23).
15. Sharma, V. Agrawal, R., Bharti, K., & Sengar, A. (2013). Marketer's Mindsets: Key to Develop Bottom of the Pyramid Markets. *International conference on Trade, markets and sustainability*, Symbiosis Institute of International Business, Pune (February, 22-23).
16. Bharti, K., Agrawal, R., Sharma, V., & Sengar, A. (2014). Unearthing whys and wherefores in non- adoption of LPG by the BOP consumer: A case of Katputli colony. *International Conference on Research and Sustainable Business*, IIT Roorkee (March, 8-9).
17. Sengar, A., & Jain, A.K. (2016). Lack of robust IT infrastructure - A major barrier to e-tailing in India. *ICEIM 2016*, PDPU Gandhinagar (February, 18-19).
18. Sengar, A., & Bharti, K. (2016). Interpretative structural modelling of drivers to electronic retailing for Indian markets. *Conference on Brand management 2016*, IIT Delhi (April, 16-17).

NATIONAL CONFERENCES

1. Sharma, V., & Sengar, A. (2012). Sustainability as a challenge for businesses targeting rural markets. *National conference on emerging challenges for sustainable business*, Indian Institute of Technology, Roorkee (June, 1-2).

DOCTORAL COLLOQUIUM

1. Doctoral Colloquium at Indian Institute of Management Lucknow (Noida campus) during 12-14 January, 2012.
2. Doctoral Colloquium at Indian Institute of Management Ahmedabad during 12-14 December, 2013

SHORT-TERM COURSE

1. Short Term Course on "Case Based Learning in Business & Management" organized by DoMS, IIT Roorkee during June 15 - 19, 2015.

WORKSHOPS

1. 'National Level Program on Knowledge Sharing Practices: A Management Perspective' organized by the Department of Management Studies IIT Roorkee from Feb 21-23, 2011 at Roorkee.
2. Workshop on 'Grooming Leadership for Profitability in Sugar Industry' organized by the The Sugar Technologists' Association of India and IIT Roorkee on September 20, 2011 in Roorkee.
3. Workshop on 'Lessons to be learnt from Regional Brands for Rural Marketing' organized by Rural Marketing Association of India on December 4, 2012 in Delhi.
4. 22nd Annual Market research seminar on 'Research in the age of Pragmatism' organized by Market Research Society of India (MRSI) on December 17-18, 2012 in Gurgaon.
5. Workshop on 'Energy conservation and management in sugar Industry' organized by the Sugar Technologists Association of India (STAI), PCRA and IIT Roorkee on March 14, 2013 in Roorkee.

6. Workshop on 'Qualitative Research Methods in Social Sciences and Humanities' on October 12, 2013 at QIP, IIT Roorkee.
7. National workshop on 'Integrated structured innovation in Business models' organized by MHRD-IPR chair, IIT Roorkee on October 25-26, 2013.
8. National workshop on "Challenges to Professionalism" organized by Dept. of Humanities & Social Sciences in association with Q.I.P. CENTRE, IIT Roorkee on March 22, 2014 .
9. National workshop on 'Effective Use of Teaching Aids in the Classroom' organized by Dept. of Humanities & Social Sciences in association with Q.I.P. CENTRE, IIT Roorkee on 14th February, 2016.

FACULTY DEVELOPMENT PROGRAMME

1. Faculty Development Programme on "Marketing Management: The Way Forward" organized by IMS Unison University, Dehradun from March 28-29, 2015.
2. Faculty Development Programme on "Case based teaching" organized by IMS Unison University, Dehradun from February 14-15, 2015.

PROFESSIONAL EXPERIENCE

Name of the Employer	Period of Service		Designation	Department	Courses taught	Reason for leaving
	From	To				
College of Engineering, Roorkee ,Uttarakhand	15.09.2006	31.08.2010	Lecturer	Information Technology	IT Infrastructure management	----
College of Engineering, Roorkee, Uttarakhand	01.09.2010	17.12.2010	Senior lecturer	Information Technology	Marketing management	To pursue Ph.D at IIT Roorkee.
DIT University, Dehradun	23.07.2014	31.07.2015	Assistant Professor	Management Studies	Marketing management, Retail management	
UPES, Dehradun	15.01.2015	15.05.2015	Visiting faculty	Deptt. Of Marketing management	Retail Marketing Applications	
UPES, Dehradun	03.08.2015	Till today	Assistant Professor – Senior scale	Deptt. Of Marketing management	CRM, Retail Marketing Applications	Currently working
Total work experience (in years): 6 years						

PROFESSIONAL REFERENCES

1. Dr. Vinay Sharma
Associate Professor
Department of Management Studies
Indian Institute of Technology, Roorkee
Uttarakhand – 247667
E-mail: vinayfdm@iitr.ac.in
Contact: +91-9839022610

2. Dr. Rajat Agrawal
Associate Professor
Department of Management Studies
Indian Institute of Technology, Roorkee
Uttarakhand – 247667
E-mail: rajatfdm@iitr.ac.in
Contact: +91- 9719004491

PERSONAL DETAILS

Date of Birth: January 11, 1982
Gender: Female
Category: General
Nationality: Indian
State of domicile: Uttarakhand
Marital status: Married
Husband's name: Mr. Ashish Pratap Singh

Skills: Excellent interpersonal skills, excellent communication skills in written and verbal both, excellent research, planning, organizational, and negotiation strengths, ability to lead, reach consensus, establish goals and attain results.

Declaration

I hereby declare that the information/data given in this resume are true and correct to the best of my knowledge and belief.

(Dr. Anita Sengar)