

**Ms. Shweta Arora**



**Educational Qualifications**

- **Pursuing Ph.D.** from Amity International Business School, Amity University
- **U.G.C (NET)**
- *MBA, Garhwal University, 2007.*
- *B.COM, Garhwal University, Delhi, 2004*
- *I.C.W.A.(INTERMEDIATE)*

**Professional Experience**

**Within Amity**

Joined from  
*August 2014 (7 years)*

*February 2011-March 2013*

**Others**

Gujarat National Law University  
Max New York Life Insurance

**Teaching Interest**

- Marketing Management
- Consumer Behaviour
- Brand Management
- Retailing
- Financial Management
- Financial Accounting
- Entrepreneurship
- Human Resource Management

**Research Publications**

1. "Positive Reinforcement-An effective Management tool to raise organizational performance", ISSN: 0975-6477, Global Journal of Finance and Management.Vol.4, No.11, pp1-4
2. "Gender Inequality in Entrepreneurship-A Growing Concern", ISSN:2394-1545, Advances in Economics and Business Management.Vol.1, No.3, pp147-150

3. "Happiness through Spirituality-Yoga as an alternate medicine", ISBN: 93-82062-14-9, Youth and Positivism pp 91-99.
4. "Financial Empowerment of Women in the 21<sup>st</sup> Century", ISBN No.978 -93-88267-66-3, Position of Women in the 21<sup>st</sup> Century, pp 152-156
5. "Impact of Covid 19 on Consumer Sentiments and Buying Behaviour", ISSN No. 2581-5350, Amity International Journal of Legal and Multidisciplinary studies, Vol 4, Issue 7, pp-47-50

#### **Conferences/Seminar/Workshop/Paper Presentation**

International Conference on "Youth and Positivism" held at Amity University, Haryana, India.

International Conference on "Gender Relations in Developing Societies: a 21st Century Perspective", held at Maharaja Agrasen College, University of Delhi, India.

International Conference on "Leadership in Business and Management for sustainable Global Economy" held at Indian Institute of Technology (I.I.T) Delhi, India.

National Conference on Right to Education: Challenges and Opportunities- "Education -A world in Transformation", Jabalpur, India.

National Seminar of IIMT College of Law on the Human Development in the 21<sup>st</sup> Century: Issues and Challenges of Multi Sectoral Approaches: "Influence of Social Media on Customer Satisfaction", Greater Noida.

Dialectic Reflections on the position of Women in the 21<sup>st</sup> Century India: A step towards Right to Equality, "Financial Empowerment of Women in the 21<sup>st</sup> Century".

International Conference on Advances in Management and Technology, "Impact of Technology on Consumer Behaviour during Covid-19".

UGC Sponsored National Conference on Right to Education: Challenges and Opportunities held at St. Aloysius' College Jabalpur, India.

#### **Organisational Responsibilities**

*Co-Convener-Concluding Ceremony, Convocation*

*Co-Convener-CRIMEAN*

*Member-Registration Committee*

*Chief Course Coordinator-Basics of Entrepreneurship for Lawyers, Fundamentals of Retailing for Lawyers, Consumer Behaviour for Lawyers.*

*Mentor-BBA LL.B (2016-21)*

#### **Other Achievements**

#### **Contact Info.**

- sarora3@amity.edu