


Standard template for Faculty Profile for University Website						
Title	Dr.	First Name	AMIT	Last Name	SHARMA	Photograph
Designation		Assistant Professor				
School /Dept. Name		University School of Management Studies				
Address:		D-106, University School of Management Studies Guru Gobind Singh Indraprastha University Sector 16 C, Dwarka, New Delhi 110078				
Phone No.		Office	011-25302618			
		Residence	(optional)			
		Mobile	(optional)			
Email		1. amitsharma.ipu@gmail.com 2. amitsharma@ipu.ac.in				
Web Page (if any)						
Subjects Taught		Marketing Management, Sales & Distribution Management, Consumer Behaviour, Internet Marketing, CRM, Strategic Management, Operations Management.				
Areas of Interest/Specialization		Marketing, Social Media Marketing				
Experience (in years)		Total	24			
		Industry	2			
		Teaching	8 (UG), 14 (PG), Total 22			
		Research				
Educational Qualifications		UG	B.Tech (Mechanical) from AMU, Aligarh			
		PG	MBA (Marketing & Operations Management) from AMU.			
		Doctorate	Ph.D (Management) from GGSIPU, Delhi.			
		Any other				
Research Publications in Journals (last 5 years)		<ul style="list-style-type: none"> Sharma, V., Sharma. A. (2021). Online Education During Covid 19 Pandemic: Challenges and Solutions. <i>Turkish Online Journal of Qualitative Inquiry</i>, Vol. 12, No. 3 (2021). 1188-1193. (Scopus Indexed). e-ISSN : 309-6391 Sharma, A., Mittal. S. (2020). Emerging Trends in the use of social media in B2B marketing: A literature review. <i>International Journal of Scientific & Technology Research</i>. 1709-1716. (Scopus Indexed). ISSN : 2277-8616 Sharma, A., Mittal, S. (2020). Social media marketing: Cutting through the clutter through innovation and creativity. <i>International Journal of Scientific & Technology Research</i>, 9(1), 3661-3665. (Scopus Indexed). ISSN : 2277-8616 Sharma, A., Mittal, S. (2019). A study on the influence of social media marketing activities on brand equity and customer response in consumer electronics industry. <i>Think India Journal</i>, 22(14), 				

	15741-15759. (UGC-CARE journal). ISSN: 0971-1260			
Papers Published in Conference Proceedings (last 5 years)				
Books Authored/Book Volume Chapters				
No. of Conferences		Attended	Organized	
	National	12	3	
	International	1		
Research Guidance				
		PG	M.Phil	Doctorate
	Awarded	20 per annum approx.. (Regular + Weekend Programs)		
	Undergoing			
Research Projects	Completed			
	Undergoing			
Awards & Distinctions				
Administrative Assignments Handled	<p>Member, Academic Program Committee Member, Board of Studies, USMS. Coordinator – MBA 1st Tear Returning Officer for USMS CR & SR Elections. Nodal Officer for Scholarships at USMS Member, Faculty feedback system, USMS Member, Website Maintenance, USMS. Member , Placement Team (2010-2014)</p>			
Association with Professional Bodies				
Any other Achievements				