

# CURRICULUM VITAE

## Dr NEETA BHATLA



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**ACADEMIC/INDUSTRIAL EXPERIENCE:-** 19 Years

**QUALIFICATION: MBA PhD**

**AREA OF INTEREST:-** Human Resource Management & Marketing

**RESEARCH PUBLICATION:-**

1. Pandey K.K, Bhatla Neeta(2019), "An Empirical Study of Factors Influencing Online Shopping Behavior in Tier-2 Cities of India" in IMR Management Speak Bi- Annual Journal of Dr Gauri Hari Singhania Institute of Management and Research, Kanpur, ISSN No 2231- 1467 Vol 12, Issue 1&2 December .pg 73-85.
2. Bhatla Neeta, Pandey K.K(2017),"Consumer buying behavior towards shopping malls with special reference to Lucknow" in Reorienting Marketing for emerging markets in Bloomsbury publications, ISBN 978-93-8032-14-0, Pg 111-128.
3. Bhatla Neeta(2016),"The Impact of HR issues in Supply Chain Management in Emerging Market" A case study in Contemporary Management Practices in Excel Publishers, ISBN :978-93-84969-17-5, pg 220-227.
4. Bhatla Neeta (2014), "Consumer buying perception and preferences towards Organized Retailing -An empirical analysis of shopping malls in Lucknow" in: Adhyayan- A Journal of Management Sciences, ISSN No 2249-1096, Vol 4 - No1, pg 113-130.
5. Bhatla/Neeta(2015), "Consumer buying towards cosmetics in the present era-A case study of FMCG Product" in International Journal of Management and social science research review, ISSN No 2348-6738, Volume no1, Issue no 17, pg no 298-301, Impact factor 3.028.