

CURRICULUM VITAE



Dr NEETA BHATLA

Designation: Associate Professor

Department: Management Studies

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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(2015),“Consumer buying behavior towards shopping malls with special reference to Lucknow” in Reinventing Marketing for emerging markets in Bloomsbury publications, ISBN 978-93-84052-14-0, Pg 111-128.
3. Bhatla Neeta(2014),”The impact of HR issues in Supply Chain Management in Emerging Market” A case study in Contemporary Management Practices in Excel Publishers, ISBN :978-93-84869-17-5, 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 2249-1066, Vol 4 –No1, pg 115-130.
5. BhatlaNeeta(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 2349-6738, Volume no1, Issue no 17, pg no 298-301, Impact factor 3.029.

6. Bhatla Neeta, Pandey K.K (2014), “The impact of HR issues in retail sector in emerging market with special reference to Lucknow in IOSR Journal of Business and Management, ISSN No 2319-7668, Vol16, Issue 1,pg 1-7.

BOOK PUBLICATION(If Any):- Nil

FDP / FTP / CONFERENCES ATTENDED:-

1. Bhatla Neeta, Pandey K.K (2021), “Impact of Covid-19 on Indian Economy” Presented a paper in the International Conference titled “Sustainable Business Management Practices and Social Innovation” held at SRDC-Vidhyanidhi CMS, Jain (Deemed to be University) on 30th January,2021.
2. Bhatla Neeta, Pandey K.K (2020),“Effect of Covid-19 on E-commerce in India” Presented a paper in the International Web Conference on Pandemic Effect and Global Economy :Unseen Challenges and Opportunities “Post Covid-19 Diagnosis” held at Amity University, Patna on 31st July,2020 to 1st August,2020.
3. BhatlaNeeta(2020), “Role of Entrepreneurship in ensuring sustainable future through education” presented a paper in the 5th Edition of International conference on Ensuring a sustainable future : Role of Entrepreneurship, Innovation in Management practices and circular economy on 6th March,2020 -7th March,2020 held at Sri Guru Gobind Singh College of Commerce, University of Delhi.
4. Attended a Online One Week Faculty Development Programme on “Research Methodology and Data Analysis” Organized by Research and Development Cell Bahra University from 2nd May-7th May,2022.
5. Attended a One Week Management Development Programme on “Fundamentals of Securities Market, Investing and Trading” Under Aegis of SEBI-IPEF Organized by Department of Management, BBDITM from 27th September -1st October,2021.
6. Attended a One Week Online International Faculty Development Programme on “Advanced Methodologies for Contemporary Research-A Pragmatic Approach” Organized By Department of Management and R.C Research Centre, Government Ram Narayan Chetlram College of Commerce and Management, Bengaluru from August 16-23, 2021
7. Attended a Six Day Faculty Development Programme on “Managing Workplace Stress and Employee Well Being” organized by IBM in association with Centre of Spirituality and Wisdom, GLA University, Mathura from March 15-20, 2021.

8. Attended a Five Day Faculty Development Programme on Patents organized by IPR Promotion and Management (CIPAM) in association with K G College of Arts and Science, Coimbatore from 8th March,2021 to 12th March,2021
9. Attended a International Online Workshop on “Consequences of Covid 19 on SMEs :Strategies for survival” organized by Tishk International University, Sulaimani in association with University of Sulaimani on March 4,2021
10. Attended a Five Day Faculty Development Programme on “Understanding and Implementing OBE in Professional Education” Sponsored by Dr APJAKTU, Lucknow and Organized by G.L.Bajaj Institute of Management, Greater Noida from 23rd January 2021 to 29th January, 2021.
11. Attended a One Week Faculty Development Program on “Research Methodology and its uses in Education” Sponsored by Dr APJAKTU, Lucknow and Organized by Mordabad Institute of Technology, Moradabad from 28th December,2020 to 1st January,2021
12. Attended a One Week Faculty Development Program on “National Education Policy –A way Forward” Organized by Babu BanarasiDas Educational Group, Lucknow in collaboration with Indian Council of Historical Research and Indian Council of Philosophical Research, Ministry of Education, Government of India from 11th September to 16th September, 2020.
13. Attended One Week Management Development Programme on “Do your own Venture” under the aegis of AatmaNirbhar Bharat Organized by Department of Management, BBDNITM, Lucknow from 6th July,2020 to 11th July,2020
14. Attended a National E-Seminar on “Self Reliance in Changing Global Environment: Imperatives for India” Organized by Department of Business Administration, University of Lucknow and Lucknow Management Association on 4thJuly, 2020.

ACHIEVEMENTS:-

OTHER RESPONSIBILITIES: Departmental In charge, I/C Time table, Chief Coordinator.

Date: 5/6/2022

Place: Lucknow

(Dr Neeta Bhatla)