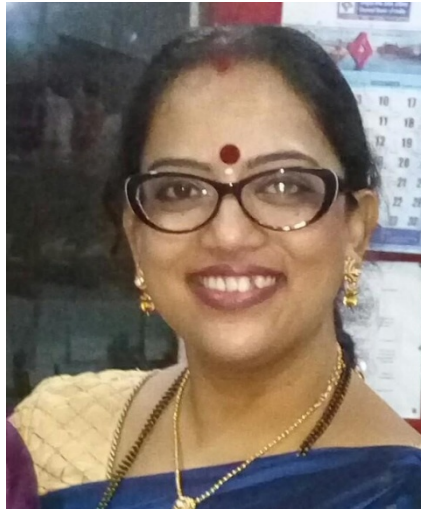


RESUME



Dr.(Ms.) Sanchita Datta

AIM:

To be an academic of significant quality and to validate my performance at par with international standards. I look forward to meaningful, purposeful and challenging opportunities for growth and performance by working in an institution of acknowledged excellence.

EMPLOYMENT DETAILS: 1. Employed as an Asst. Professor at Royal College of Arts, Science and Commerce since 2001 till date.

2. Employed as a lecturer in Commerce on Ad hoc basis at Thakur College from 2000 to 2001.

3. Employed as a lecturer in Commerce on Ad hoc Basis at M.L.Dahanukar College from 1999 to 2000.

4. Employed as a lecturer in Commerce on leave vacancy at M.L.Dahanukar College from 1998 to 1999.

EDUCATIONAL

Q UALIFICATIONS:

1. Completed Ph.D. in finance under the guidance of Dr. G.K. Kalkoti in July 2015 on the Topic “ Appraisal of the Performance of SBI, ICICI Bank and CITIBank with Special Reference to Consumer Loans.”

2. Completed DBM from NMIMS in June 2000 with 93%.

3. Completed M.Com from M.L Dahanukar College (M.U.) in June 1993 with 56%.

4. Completed B.Com from M.L. Dahanukar College (M.U.) in June 1996 with 69%.

5. Completed HSC from M.L. Dahanukar College(Maharashtra State Board) in March 1993 with 82% .

6. Completed SSC from Charles High School (Maharashtra State Board) in March 1991 with 83%.

**ADDITIONAL
QUALIFICATIONS:**

1. Completed C.A. foundation course under ICAI in May 1993.
2. Completed Software programme from BITS in June 1994.

**ACADEMIC COURSES
ATTENDED:**

1.Completed the Orientation Programme from UGC, Academic Staff College, University of Mumbai, Vidyanagari from 19th Sept 2005 to 19th Oct 2005.

2.Completed the Refresher Course from UGC, Academic Staff College,University of Mumbai, Vidyanagari from 27th Jan 2009 to 16th Feb 2009

3.Completed the Refresher Course from UGC, Academic Staff College,University of Mumbai, Vidyanagari from 6th Jan 2014 to 25th Jan 2014.

4. Completed a Short Term Course from UGC, HRDC, University of Mumbai, Vidyanagari from 14th March 2016 to 19th March 2016.

WORKSHOPS ATTENDED:

1) Attended Syllabus revision workshop for B.com Credit System held in Nirmala Memorial College.

2) Attended Syllabus revision Workshop for TYBCOM MHRM held in Vivek College.

3) Attended Syllabus revision workshop for TYBCOM in Thakur College.

4) Attended Syllabus revision workshop for FYBCOM in S. N. College for Commerce I

5) Attended Syllabus revision workshop for FYBCOM in Jai Hind College for F.C. I

6) Attended Syllabus revision workshop for SYBCOM in N.M. College for Commerce II and Advertising

- 7) Attended Syllabus revision workshop for M.COM in Valia College for Part I
- 8) Attended Syllabus revision workshop for M.COM in Dahanukar College for part II
- 9) Attended 7 day Workshop on revised Guidelines for IQAC.
- 10) Attended a one day workshop on new guidelines for IQAC.
- 11) Attended Workshop on E resources and content development.
- 12) Attended workshop on Mentoring
- 13) Attended workshop on teachers as mental health soldiers.
- 14) Attended workshop on Advanced Excel.

CONFERENCES ATTENDED:

- 1) International Conference on “Role of Teachers in the 21st Century: Opportunities and Challenges.” At M.P. Shah Women College on 21st April 2018.
- 2) International Conference on “Dynamics of Glocalisation- Indian scenario” on 24th and 25th Nov 2017.at Maharashtra College.
- 3) National conference in Royal College on “Visio2050: balancing Developmental needs with Ecological Issues.” On 20th Dec. 2016.
- 4) Conference proceedings of Maharashtra College on “Sustainable Development: Impact on trade, Commerce, Economic Science ” on 19th Nov. 2016.
- 5) Conference proceedings of Ghanshyamdas Saraf College on “Recent Trends in Digital Empowerment in emerging Economies” 8th Dec. 2016.
- 6) International Conference in Thakur College on “UDAAN – Trends in Higher Education” on 18th Feb 2016.

- 7) International Conference on “Global Business Scenario” in KES Shroff College on 5th and 6th of Feb. 2016.
- 8) International conference in Thakur College on “Cost Benefit Analysis in Perspective to Global Trends” on 29th Jan 2015 .
- 9) International conference in Thakur College on “International year of light” on 5th Dec 2014.
- 10) International Conference in Aditya Institute of on “Changing Management Trends” on 22nd August 2014.
- 11). National Conference in Ram Niranjana Jhunjhunwala College on “Feminist Theory Used in Indian Films” on 5th and 6th July 2013.
- 12). National Conference in Vivek College on “Nation in Transition” on 15th Feb.2014.
- 16) National Conference in Saraf College on “Vision for Inclusive growth in India” on 30th Jan 2014.
- 17) National Conference in Thakur College on “Ecology and sustainable development” on 21st and 22nd Nov.2012.
- 18) National Conference in Saraf College on “The Indian Business Scenario Challenges Ahead” on 29th and 30th Nov.2012.
- 19). National Conference in M.L. Dahanukar College on” India: A Fallen Angel or Poised to Soar” on 14th and 15th Dec.2012.
- 20) National Conference in Tolani College on “Women Empowerment and Entrepreneurship on 4th and 5th Dec.2012.
- 21) State level Conference in K.G.Uran College on Emerging Trends in Indian Retail Management” on 21st April 2012.

CONFERENCES
ORGANISED:

- 1) State level Conference on Women Empowerment in the year 2005 at Royal College.
- 2) National Level Conference on Role of Media and

Terrorism in 2010 at Royal College.

PAPERS PUBLISHED:

- 1."Ecopreneurship- The need of the 21st Century" in Thakur College Conference Proceedings with ISBN-97881-922978-4-2
2. "Changing Face of corporate Governance" in Saraf College Conference Proceedings with ISBN9978-93-82429-88-3
3. "Rural marketing in India "in M.L.Dahanukar College Conference Proceedings with ISBN978-93-82429-98-2 .
4. "Entrepreneur and their problems and development measures in India "in Tolani College Conference Proceedings with ISBN.
5. "Gender inequalities in the field of education." In Vivek College Conference Proceedings with ISBN 978-93-83072-18-7.
6. "Women entrepreneurship for India's inclusive growth" in Saraf College Conference Proceedings with ISBN978-93-83681-91-4.
7. "Challenges Faced by Leaders" in Nagindas Khandwala College Conference Proceedings with ISBN978-81-924836-3-4.
8. "Industrialisation and slum development." In the Thakur College Conference Proceedings with ISBN-978-1-312-86802-1.
9. "Engaging Employees in the Corporate Social Responsibilities" in Thakur College Conference Proceedings with ISBN978-93-83072-64-4.
10. "Gender inequalities in the field of education". In the journal Quest in Education with ISSN 0048-6434.
- 11."W omen in Indian Media with special reference to Cinema" in the Journal Shodhaditya with ISSN2347-8403.
- 12."Issues and Implications of FDI in the Indian retail". In the research journal Sanshodhana with ISBN978-81-929897-0-9.

13. "Popular Marketing Strategies Followed Globally." In the conference proceedings of B.K.Shroff College for the International Business Conference with ISBN978-81-927102-2-8.(2015-16)

14. "Chalk Duster and More." In the International conference proceedings of Thakur College on Scalling New Heights in Education with ISSN2231-1475 with 1.2 impact factor.

15. "Online Purchase Bridging the divide in Rural India." Conference proceedings of Ghanshyamdas Saraf College on "Recent Trends in Digital Empowerment in emerging Economies" with ISBN -978-81-933083-4-9

16. "Impact of Brand Awareness on Consumer Loyalty of Soap." Online International Interdisciplinary Research Journal. Vol. VI Nov. 2016 with ISSN-2249-9598

17. "Smart Cities through Industrial Corridors." Conference proceedings of Maharashtra College on "Sustainable Development: Impact on trade, Commerce, Economic Science " with ISBN978-93-85027-50-5

18. "Indian Retail Managemen24t" Shodhaditya – AIMS Research Journal Vol. 3 Issue 2 with ISSN-2347-8403

19. "India a survivor in the world geo-politics." national conference in Royal College on "Visio2050: balancing Developmental needs with Ecological Issues."

21. "Impact of GST on Indian households and common man" in the Electronic Interdisciplinary International Research Journal for International Conference on "Dynamics of Glocalisation- Indian scenario" with ISSN 227-8721.

22." A teacher today is a lifetime mentor." In the International Conference on "Role of Teachers in the 21st Century: Opportunities and Challenges." At M.P. Shah Women College In AJANTA UGC listed Journal 40776 with ISSN: 2277-5730 Impact factor 5.2

23. "GST a game changer." In the online international interdisciplinary research Journal Impact factor 4.318 and ISSN

2249-9598 <http://oiirj.org/oiirj/blog/2018/05/02/volume-08-issue-03-may-june-2018>

24) "Medical Tourism in India – A SWOT Analysis." In Sanshodhana-2 with the ISBN -978-81-929897-1-6

COMMITTEES AND ASSOCIATIONS HANDLED:

- 1) Head of the Department of Commerce.
- 2) Chairperson of Students' Council at Royal College of Science, Arts and Commerce.
- 3) Convenor of Commerce Association
- 4) Convenor of FACC.
- 5) Intercollegiate events In- Charge.
- 6) Member of IQAC since 2013-14 .
- 7) Member of the Attendance Committee.

SUBJECTS TAUGHT:

1. Management and Human Resource Management (MHRM)
2. Business and Service Sector .
3. Advertising.
4. Export Marketing.
5. Business Law.
6. Industrial Law.
7. Research Methodology.
8. Soft Skills.
9. Business Communication.

CLASSES TAUGHT:

UNDERGRADUATE AND POST GRADUATE.

RESEARCH PROJECTS GUIDED:

1. Comparative study of Coke And Pepsi Sales.
2. Comparative study of marketing between spicejet and Indigo.

3. Study of Marketing Strategy of Lux.
4. Impact of Unethical Advertising on Indians.
5. Study of Different Ethical and Unethical Strategies.
6. Challenges of increasing urbanization.
7. Impact of advertisement on consumer behaviour.
8. Impact of untruthful advertisement on consumer behaviour.

PERSONAL DETAILS:

Martial status:	Married.
Mobile no:	9867941178.
E-mail address:	sanchita_datta@yahoo.com
Language Known:	English, Hindi, Marathi, Bengali.

