

## **Dr. AMRITA MEHTA**

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KALKA MATA ROAD- UDAIPUR(Raj.)

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To serve in a reputed organization at a responsible and challenging position which will allow me to utilize my skills, knowledge and capabilities to their fullest strength.

- 1 Highly motivated, sincere & performance-oriented person.
- 2 Able to work under pressure.
- 3 Good attitude, strong work ethics, confident and able to exercise tact/good judgment and maintain standards of strict confidentiality.

### **TEACHING EXPERIENCE:**

Working as an **Assistant Professor** in College of Dairy and Food Technology, MPUAT, Udaipur

Worked as an **Assistant Professor** in Pacific College, Udaipur

Worked as a Lecturer in Department of Management in Buddha Institute of Management, Udaipur

Worked as a **Lecturer in Department of MBA in Singhania University Udaipur** from year 2008.  
Subjects taught: Research Methodology, Managerial Economics and Quantitative Techniques.

### **PROFESSIONAL QUALIFICATIONS:**

**Management of Business Administration** 2006-08  
**Pacific Institute of Management, Udaipur**  
**Specialization: -**

**Major:** Finance

**Minor:** Marketing

**Proficient in using MS Office, Internet, etc.**

### **PROJECT UNDERTAKEN:**

1 **Title:** “Comparative analysis of e-auction and non-e-auction sale of scrap in RSMM Ltd.

Udaipur.

**Period:** 17<sup>th</sup> May to 16<sup>th</sup> July, 2007

2 **Title:** “A Comparative study on Mutual Funds and Ulips in SBI Bank”

**Period:** 01<sup>st</sup> May to 30<sup>th</sup> June, 2010

**EDUCATIONAL QUALIFICATIONS:**

<b>Institution</b>	<b>Examination/Discipline</b>	<b>Score</b>
UNIVERSITY COLLEGE OF SOCIAL SCIENCES AND HUMANITIES, MLSU, UDAIPUR	Ph.D. (ECONOMICS) 2018	—
VARDHMAN MAHAVEER OPEN UNIVERSITY, KOTA	RSCIT EXAMINATION 28 FEB 2016	84%
UNIVERSITY COLLEGE OF SOCIAL SCIENCES AND HUMANITIES, MLSU, UDAIPUR	M.Phil (ECONOMICS) 2010 <b>Gold Medalist</b>	74%
UNIVERSITY COLLEGE OF SOCIAL SCIENCES AND HUMANITIES, MLSU, UDAIPUR	M.A. FINAL (ECONOMICS), 2009	63.3%
PACIFIC INSTITUTE OF MANAGEMENT, UDAIPUR, RTU, KOTA	MASTER OF BUSINESS ADMINISTRATION, 2008	66%
UNIVERSITY COLLEGE OF SOCIAL SCIENCES AND HUMANITIES, MLSU, UDAIPUR	M.A. PRE (ECONOMICS), 2006	64.4 %
COLLEGE OF SCIENCE, MLSU, UDAIPUR,	BSc. (Botany, Chemistry, Zoology),2005	64.25%
ST. TERESA SR.SEC.SCHOOL, UDAIPUR	12 <sup>th</sup> , SCIENCE-BIOLOGY, RBSE,2002	69.08%
ST. TERESA SR.SEC.SCHOOL, UDAIPUR	10 <sup>th</sup> , RBSE, 2000	67.83%

**Details of Published Research Papers:**

- “Maggi Ban and its effect on consumer” this Research Paper Published in International Journal of Research and Analytical Reviews (IJRAR) E-ISSN 2348-1269, P-ISSN 2349-5138, Paper ID: IJRAR1AEP077
- “Impact of Existence of other Brands on Consumer Brand Loyalty” this Research Paper Published in International Journal of Research and Analytical Reviews (IJRAR) E-ISSN 2348-1269, P-ISSN 2349-5138, Paper ID: IJRAR1AEP094
- “Studies on Consumer Research for development of new nutraceutical bakery products” this Research Paper Published in International Journal of Research and Analytical Reviews (IJRAR) E-ISSN 2348-1269, P-ISSN 2349-5138, Paper ID: IJRAR1AEP090

- “Impact of Advertisement and Other factors on Consumer Behavior” this Research Paper published in “Foundation of National Development” book. Book ISBN: 978-81-937496-9-2, Published by Eureka Publications(2018), E-1102,The Parkland, Balewadi, Pune-411045
- “4P’s of Marketing mix and its effect on buying behavior on food products” this Research Paper Published in Arthavati Journal , Volume- 4, Issue- 1, January-June 2017

## **EXTRA CURRICULAR ACTIVITIES**

- Participated in **Prakalp-2007** (summer training project presentation competition) conducted by Institute of Business Management & Research, Indore.
- Participated in 2 days training programmed at Bombay stock exchange, Mumbai.
- Research Paper presented in the International Conference Organized by Faculty of Humanities and Social Sciences, Madhav University, Pindwada (Rajasthan) India held on April 20-21,2018.
- Research Paper presented in the National Conference on Economic Transformation Agenda for Higher Sustainable Growth, Greater Empowerment and Better Quality of life (Sponsored by NITI Aayog, Government of India, New Delhi) held at Aishwarya College of Education Sansthan during November 17-18,2017.
- Participated in the 10 Days Workshop on Research Methodology in Social Sciences, sponsored by “Indian Council of Social Science Research and Organized by Department of Banking and Business Economics, UCCMS, MLSU, Udaipur, 19 June to 28 June 2017.
- Participated in the 7 Days Workshop on Research Methods and Techniques (June 11-17,2017) and Organized by Department of Economics, MLSU, Udaipur jointly With Pacific Academy of Higher Education and Research University, Udaipur in Association with the Indian Econometric Society and Rajasthan Economic Association.
- Participated in the National Training Workshop on Management and Use of E-Resources for Social Science Researchers (March 23-25, 2017) Sponsored by Northern Regional Centre Indian Council of Social Science Research, New Delhi and Organized by Library of UCoS, MLSU, Udaipur.
- Participated in the Workshop on E-Resources (February 20-28,2017) Organized by University Central Library, MLSU, Udaipur.
- Participated in the Workshop on Research Data Analysis using MS-EXCEL (September 28 & Oct. 3-4,2016) Organized by Department of Accountancy & Statistics, University College of Commerce and Management Studies, MLSU, Udaipur.
- Participated in the National Conference On Recent Trends in Research Organized by Research Representative, Jai Narain Vyas University, Jodhpur (11 March 2018).
- Participated in the Training Course on Research Methodology (Feb 15-24, 2018), Organized by Department of Economics, Jai Narain Vyas University, Jodhpur.

- Participated in the National Training Workshop on Research Ethics and Utilization of Electronic Resources for Social Science Scholars (10 th January- 12 th January 2019) Organized by Department of Library and Information Science, MLSU, Udaipur (Rajasthan) and Sponsored by Northern Regional Centre, Indian Council of Social Science Research, New Delhi.

## REFERENCES

1. Professor L.K Murdia, Ex Dean, CDFST, MPUAT, Udaipur, 9460082861 (M)
2. Dr. Anju Kohli, Emeritus Professor, MLSU, Udaipur, 9414165756 (M)

**Father's Name** : Late Sohan Lal Mehta  
**Mother's Name** : Mrs. Vimla Mehta  
**Date of Birth** : 02 Oct. 1985  
**Gender** : **Female**  
**Nationality** : Indian  
**Marital Status** : Single  
**Hobbies** : writing poetries, Listening Music, Reading  
**Languages Known** : English, Hindi

## DECLARATION:

I confirm that the information provided by me is true to the best of my knowledge and belief.

Date:

Place: Udaipur



**(Dr. Amrita Mehta)**