

# Curriculum Vitae of Sanita Mastran

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**Name** Sanita Mastran  
**Address** Madhyapurthimi-5, Bhaktapur, Nepal  
**Gender** Female  
**Date of Birth** 09 April 1984  
**Phone** +977-9841430947  
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## Academic Qualification

- 2015** **Master of Philosophy in Management** (Specialization in *Marketing*) from Tribhuvan University, Faculty of Management, Kathmandu, Nepal with **Distinction**.  
*Thesis: Spousal role on purchase decision making of High involvement product in Nepal.*
- 2007** **Master of Business studies** (Specialization in *Finance and Investment*) from **Nepal Commerce Campus**, Minbhawan, Kathmandu, Nepal with **First Division**.  
*Thesis: Loan Disbursement procedure and recovery system in joint venture banks of Nepal.*
- 2005** **Bachelor of Business Studies** (Specialization in Accounting, financial management and Project management) from Tribhuvan University.

## Research Publications

- Mastran, S. 2017. Determinants of Brand choice of two wheelers in Kathmandu valley. *The International Research Journal of Management Science Vol.2 No.1 Decm. 2017/ISSN 2542-2510.*  
<https://ncm.edu.np/wp-content/uploads/2018/12/A6.pdf>
- Mastran, S. 2018 Spousal roles in purchase decision Making of High involvement Product in Nepal. *The Nepalese Management Review, A special Issue of International Conference on Emerging Trend and Issues in Management. ISSN: 2645-8454 November, 2018.*
- Mastran, S. (2021). Opportunities and Challenges of Online Banking in Nepal. *The Batuk, 7(2), 37–51.* <https://doi.org/10.3126/batuk.v7i2.39498>

## Work Experience

- Teaching Faculty for subjects - Marketing Management(MBS, BBS), E- Marketing(MBM), Service Marketing(BBA), Public Relation and Media Management(BBA), Business Environment and Strategic Management(MBS,BBS), Principle of Management since last 14 years
- Organized and Facilitated Multidimensional Professional development program, Research and writing workshop, Dissertation Writing workshop, Case Analysis Workshop.
- Facilitate and support Earthquake Housing Reconstruction Project
- Supervised graduate and undergraduate students for Dissertation, projects, research and writing reports.

## Awards/ Certificates /Participations

- ✓ Recipient of certificate for successfully organizing and facilitating **one-month-long online training in**

## Curriculum Vitae of Sanita Mastran

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**professional development including workshops** on development of research and social-impact/justice agenda, multilingual/multidimensional skills for engaging stakeholders of scholarship, pedagogy enhancement and exploration on new opportunities for career development and contribution to society from TU GRASSROOTS COMMUNITY.

- ✓ Recipient of certificate for successfully organizing and facilitating 2-day training program titled **“Multidimensional Professional Development”** including hands-on workshops on teaching excellence and online instruction, research and publication, and faculty training and curricular innovation. Developed resources, created and implemented training models for TU scholars across the country.
- ✓ Recipient of letter of appreciation for **supporting and contributing Nepal’s reconstruction and recovery after 2015 earthquake** from GoN, National Reconstruction Authority for effectively addressing future disaster and building a resilient Nepal.
- ✓ Recipient of Best Trainee Award for outstanding performance in **Strategic planning and implementation training** organized by CCTC.
- ✓ Awarded by Letter of appreciation as **Research Committee Chairperson** from Sea-bird International College, Thimi, Bhaktapur

### Participation on National/International Conference

- ✓ Participated and presented paper in **Second National Conference on “Role of Management in Economic Development”** organized by Khwopa College and supported by University Grants Commission (UGC), Nepal held on June 12-13,2022
- ✓ Participated and presented paper in **First National Conference on “Sociology for Business and Entrepreneurship Development”** organized by Kabhre Multiple Campus supported by University Grants Commission (UGC), Nepal held on June 18-19,2022
- ✓ Participated and paper presented in **9<sup>th</sup> International Conference on “Global Peace through Emotional Intelligence Education, Organization management and Positive Psychology for Inner Peace Business Success and a better Life”** on October 25-26, 2019 organized by World Without Anger (WWA) and Global Peace Foundation (GPF) and Sambriddhi College.
- ✓ Participated and research paper presented in **International conference on Emerging Trends and issues in Management** on June 1-2, 2017 organized by Central Department, Tribhuvan University
- ✓ Participated and research paper presented in **International Conference on Future Work Organizations: Perspectives, Issues and Challenges** organized by Sona School of Management, India on December 29-30,2017.
- ✓ Participated and research paper presented in **NAM’s 4th and IFEAMA’s 14th International conference on Knowledge Transfer and Transformation: Global and Local Business Competitiveness and Social justice** on March 27-29, 2017 organized by Nepalese Academy of Management.

### Workshop

- ✓ Participated in **A Workshop on MBS Semester: Course Dissemination, Orientation and Evaluation**, Organized by Faculty of Management on April 19-20, 2019, TU at Central Department of Management.
- ✓ Participated in a Workshop on **“Teaching Pedagogy: case teaching and use of excel Spreadsheets**, organized by Saraswoti Multiple Campus, TU.
- ✓ Participated in Asian Credit Union Forum 2015, **Leading and Managing Change for the Integration of Credit Union Networks** hosted by Federation of Saving and Credit Cooperatives Ltd.

### Trainings

- ✓ Successfully completed 1-month long online training in professional development, including workshops on development of research and social-impact/justice agenda, multilingual/multidimensional skills for

## Curriculum Vitae of Sanita Mastran

engaging stakeholders of scholarship, pedagogy enhancement and exploration on new opportunities for career development and contribution to society organized by TU GRASSROOTS COMMUNITY.

- ✓ Successfully completed 3 month long modular online training in research and writing based on a rigorous collaborative process organized by TU GRASSROOTS COMMUNITY.
- ✓ Completed Strategic planning and implementation training organized by CCTC.
- ✓ Successfully Participated and completed a 5-day (35hours) training program on **Academic Writing for social transformation (AWST)** coordinated by Open and Distance Education Centre (ODEC, funded by Regional English Language office(RELO) of the U.S Embassy .
- ✓ Participated in Training on “**Structural Equation Modeling Training**” organized by Quest Research Management Cell.
- ✓ Participated in one day training on “**Enhancing Digital Skill**” organized by Sainik Awasiya Mahabidhyalaya.
- ✓ Completed **organizational development Training** Organized by Bhaktapur District Saving and credit cooperative union.
- ✓ Participated in **Women Leadership Development training** Organised by national Cooperative Union.

### Online Courses

- ✓ Financial Integration in Southeast Asia from Asian Development Bank Institute
- ✓ Private Financing for Infrastructure and Sustainable Growth from Asian Development Bank Institute
- ✓ Financial Inclusion, Financial literacy, and Financial Education in Asia from Asian Development Bank Institute

### Professional Skill

#### Computer Skills

MS Office (MS Word, Excel, Power Point etc.)  
Statistical Package: SPSS

#### Language

Fluent in reading and writing English, Nepali, Newari and Hindi

### References

Prof. Dr. Mahananda Chalise (Central Department of Management, TU-Professor)	9851056623	mahanchalise@gmail.com
Prof. Dr. Arhan Sthapit (Nepal Open University-Professor)	9841200756	arhansthapit@gmail.com

**Declaration:** I hereby declare that above mentioned information is true as per my knowledge and genuineness that I have.

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Sanita Mastran