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Present Position & Work Experience

Uniglobe College, Pokhara University

Location : Kathmandu, Nepal
Duration : 2021 Spring Semester - Present
Post : Visiting Faculty
KRA : contribute to a learning environment that encourages knowledge of, respect for, and development of skills to create next generation managers
Subject : Marketing Management

Little Angles College of Management, Kathmandu University

Location : Kathmandu, Nepal
Duration : 2021 Spring Semester- Present
Post : Visiting Faculty
KRA : contribute to a learning environment that encourages knowledge of, respect for, and development of skills to create next generation managers
Subject : Global Marketing, Human Resources Management

Rajdhani Model College, Pokhara University

Location : Kathmandu, Nepal
Duration : 2021 Fall Semester - Present
Post : Visiting Faculty (Evening MBA)
KRA : contribute to a learning environment that encourages knowledge of, respect for, and development of skills to create next generation managers
Subject : Marketing Management

Poddar Management & Technical Campus, Rajasthan University

Location : Jaipur
Duration : 2017- Present
Post : Assistant Professor, Visiting Faculty (Online Mode)
KRA : Taking lectures of MBA, BBA and B.Com, Core Coordinator of BBA, Literary Club Convener, Counseling, Organizing various events and competitions including national level work shop and conferences, Examination form filling and invigilation of University exam
Result : Almost every student passed in the subjects dealt, good admissions

Mahatma Jyoti Rao Phoolle University

Location : Jaipur
Duration : 2013 - 2015
Post : Assistant Professor
KRA : To take lectures of MBA, M.Com, BBA, B.Com and BBA+LLB, Organizing various events and competitions including national level seminar, Handling Examination Department work
Result : Almost every student passed in the subjects dealt

Biyani Institute of Science & Management, Rajasthan Technical University

Location : Jaipur
Duration : 2011 - 2013
Post : Assistant Professor
KRA : To take lectures of MBA, CS, BBA and B.Com, Organizing various events and competitions including International level conferences
Result : Almost every student passed in the subjects dealt

Poddar International College, Rajasthan University

Location : Jaipur
Duration : 2008 - 2010
Post : Lecturer
KRA : To take lectures of MBA, BBA and B.Com, Counseling, Organizing various events and competitions including national level conferences,
Result : Almost every student passed in the subjects dealt and good admissions.

Biyani Girls College, Rajasthan University

Location : Jaipur
Duration : 2006 - 2007
Post : Lecturer
KRA : Counseling, Organizing various counseling seminars
Result : Good admissions

Dharan College of Management, Purbanchal University, Nepal

Location : Dharan
Duration : 2003 - 2004
Post : Lecturer
KRA : Taking lectures in BBA stream

Subject Expertise

Marketing Management, Consumer Behavior, Business Communication, Personality Development and Soft Skills, General Management.

Academic Record

PhD, Rajasthan Technical University, Kota, India, 2019
Thesis Title -Buying Behaviour for Online Apparel Shopping
Coursework – 71.5% (Topper)

MBA (Marketing) Purbanchal University, Nepal 2003
3.5/4 CGPA /87.5%

BBS (Finance) Tribhuwan University, Nepal 2001
57.57%

I.Com Tribhuwan University, Nepal 1998
59%

X, HMG's Nepal, 1995
63.87%

Key Skills and Qualities

- Mesmerizing Communication Skills
- Self-motivation
- Critical thinking
- Flexibility
- Classroom management
- Lesson planning
- Conflict resolution
- Time management
- Good leadership and organizational skills

Publications

Article titled “Innovations in Teaching Pedagogy Post Covid Era: Insights from Indian Cricket” Journal Anu Books, Jan-June 2021, ISSN (P): 0976-9447, (e): 2454-8391, Impact Factor 8.222 (SJIF)

Research Paper titled” Impact of Virtual-Try-on in Online Apparel Shopping Decisions” Review Journal of Philosophy & Social Science, Volume 42, No.2 , September 2017. ISSN (Online) 0258-1701, (e) 2454-3403, Impact Factor 3.9819.

Research Paper titled “Online Apparel Buying Behavior: The Literature Review” International Journal of Engineering and Management Research, Volume 6, Issue 6 of November-December 2016.ISSN (Online): 2250-0758, ISSN (PRINT):2394-6692. Impact factor for 2015-16:3.96.

Research Paper titled “Employee’s Perspective towards Corporate Social Responsibility: A Study of Hyundai at Jaipur City” in edited book titled “Corporate Social Responsibility: Expectations, Reality and Challenges”2014 ISBN: 978-93-81505-88-5.

Research Paper titled “Influence of E-tailing on Buying Decision Process: A Study of Selected students at Jaipur City” in International Conference on Research in Marketing -2013 at IIT Delhi, ISBN 978-1-63041-998-1.

Research Paper titled “Socio-Economic Impact of E-commerce in India”, in UGC sponsored National Seminar in 2013.

Research Paper titled “Current Practices and Future of E-tailing in India” in Biyani International Conference 2013, ISBN 978-93-83343-02-7.

Paper Presented

Paper titled “Momentum of Apparel Online Shopping and Its Contribution in Make in India Efforts” in 10th India –Japan Bilateral Conference- Impact of Make in India 2015.

Paper titled “Employee’s Perspective towards Corporate Social Responsibility: A Study of Hyundai at Jaipur City” in International Conference on “Corporate Social Responsibility: Expectations, Reality and Challenges”2014 at Shyam Lal College, University of Delhi.

Paper titled “Influence of E-tailing on Buying Decision Process: A Study of Selected students at Jaipur City” in International Conference on Research in Marketing -2013 at IIT Delhi.

Paper titled “Socio-Economic Impact of E-commerce in India” in 2013 at Khandelwal College, Jaipur.

Paper titled “Current Practices and Future of E-tailing in India” in Biyani International Conference 2013 and appreciated as Best Presenter for the same.

Poster presentation in FICI Summit 2019. The Catalyst to Creative Economy. Innovations in Teaching Pedagogy through Collaboration and Community Intervention

FIP Attended

Four Week Induction/ Orientation Programme for “Faculty in Universities/Colleges/ Institutes of Higher Education”. Teaching Learning Centre, Ramanujan College, University of Delhi, Under the aegis of Ministry of Education, Pandit Madan MOHAN Malaviya National Mission on Teachers and Teaching. 19 June -18 July 2021

FDP Attended

National Online FDP on Research Methodology; Tools & Techniques organized by Atmaram SantaRam College, University of Delhi. June 2020.

One Week FDP on NAAC organized by Adhoyapana, Bengaluru, June 2020.

Ten Days Faculty Development Programme (FDP) Effective Ways to Develop e-Content for Teaching Learning organized by K.R.T. Arts, B.H. Commerce and A.M. Science (K.T.H.M.) College, Nasik and UGC-Human Resource Development Center (HRDC), S.P.P.University, Pune, May 2020.

Developing and Leading High Performance Academicians at Taxila Business School, Jaipur 2019.

Effective Teaching and Research Methods for Academicians, Research Scholars and Practitioners at International School of Informatics & Management, Jaipur 2017.

Others

External Examiner and Question Setter in Rajasthan University, Rajasthan Technical University, Poornima University and Apex University, India

Guest Faculty Assignments

IGNOU Study Centre Dharan, Nepal (2004)

Apex Institute of Management, Mansarovar, Jaipur (2008)

Personal Details

Father's Name	Lt. Shyam Sundar Atal
Mother's Name	Mrs Pushpa devi Atal
D.O.B.	29/01/1979
Gender	Female
Nationality	Nepali
Languages Known	English, Nepali, Hindi, Rajasthani

References

Dr Biju Thapalia
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Purbanchal University, Nepal
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Dr Pradeep Kautish
Associate Professor, Department of Marketing, Institute of Management, Nirma University, Ahmedabad , Gujarat
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