



Dr. SHOBHA PANDEY

Assistant Professor

Dedicated, enthusiastic individual with outstanding academic, communication, organizational, and people skills and a passion for teaching

Contact

✉ Shobha.orchid@gmail.com
☎ +91- 8130812382
💻 Shobha.pandey9@outlook.com

Teaching Interest

Marketing Management

Research Methodology

Technical Skills

MS Office

SPSS, AMOS, Basics of R, Bibliometric analysis through VOSviewer & Biblioshiny platform

Certificates

CBSE UGC NET JRF (2017)

CBSE UGC NET (2016)

APSET (Andhra Pradesh State Eligibility Test) (2016)

GSET (Gujarat State Eligibility

Profile Summary

- Working as an Assistant Professor in Government Post Graduate Degree College, Sitarganj, (U.S. Nagar).
 - Worked as an Assistant Professor in L.S.M Government Post Graduate College, Pithoragarh, Uttarakhand from 2020 to 2024.
 - Ph.D. in Management from G. B. Pant University of Agriculture & Technology, Pantnagar, Uttarakhand.
 - 2 years of experience as a faculty for taking smart classes at MEC, Janakpuri, New Delhi.
 - 4 years of research experience from G. B. Pant University of Agriculture & Technology, Pantnagar, Uttarakhand.
- An ambitious & hardworking individual with excellent management skills and capability to manage time effectively.

Academic Details

- Ph.D. in Management from G. B. Pant University of Agriculture & Technology, Pantnagar, Uttarakhand in 2021 with 8.3 CGPA.
- MBA (Information Systems) from Sikkim Manipal University, Gangtok, Sikkim in 2014 with 72.36%.
- B.Tech.(Computer Science) from Kumaon Engineering College, Dwarahat, Uttarakhand Technical University in 2012 with 78.42%.
- 12th from K.V. Nagrota, J&K (CBSE), Delhi in 2007 with 88.2%.
- 10th from K.V. No. 2 (CBSE), Delhi in 2005 with 85.4%.

Research papers

- Pandey, S. & Tripathi, A. (2022). Market Basket Analysis of Cosmetic Products using Apriori Algorithm, Vimarshodgam Journal of Interdisciplinary Studies' (VIMJINS), 2(1), 14-28.
- Pandey, S. & Joshi, T. (2021). Assessing Financial Strength of Selected Public and Private Sector Bank Using Camel Model, Vimarshodgam Journal of Interdisciplinary Studies' (VIMJINS), 1(1), 1-14.
- Pandey, S. & Pangriya, R. (2021). Beacons: the Game-changer of Proximity Technology, Vimarshodgam Journal of Interdisciplinary Studies' (VIMJINS), 1(1), 15-24.
- Pandey, S., & Singh, S. (2020). Scenario analysis of different social media platforms for consumer decision making process, International Journal of Commerce and Business Management, 13(1), 16-20.

Pandey, S., & Singh, S.
(2020). A theoretical
perspective on
Consumer Brand
Engagement,
International Journal of

Test) (2016)

Timeline

2012

B. Tech. (Computer Science) from Uttarakhand Technical University, Dwarahat

2014

MBA (Information Systems) from Sikkim Manipal University, Gangtok

2021

Ph.D. from G. B. Pant University of Agriculture & Technology,

Languages Known

English

Hindi

Commerce and Business Management.13(2),44-48.

- Pandey, S., & Pandey, M., (2018). Enhancing consumer brand engagement through social media. *Journal of Management Research and Analysis*, 5(2), 126-131.
- Pandey, S., & Pandey, M. (2018). Enhancing efficiency of agri-input marketing ICT applications, *Journal of Agroecology and Natural Resource Management*,5(3), 135-137.
- Pandey, S., Joshi, T., (2017). "SHG- Bank Linkage Programme and Microfinance: An approach for financial intermediation", *Journal of Management & IT*, Vol.12. ISSN: 0974-1763.

Paper presented in conferences & seminars

- Pandey, S., & Pandey, M. (2019). "Perception Evaluation of Six Different Social Media Platforms Using Multi-Dimensional Approach" Academy for Global Business Advancement's 16th World Congress at the 16th Annual World Congress of the Academy for Global Business Advancement held at Indian Institute of Technology Delhi on July 2 - 4, 2019.
- Pandey, S., & Pandey, M. (2019). Digital marketing: Reshaping Businesses, Paper presented at the Proceedings of the National Conference on Achieving business excellence through sustainability and innovation, Rohini, Delhi (pp. 123-126).
- Pandey, S, & Bhatt, R., "Rejuvenating Agricultural Marketing through digitalization" International conference on Agribusiness in Developing and Emerging Economies to be organized by TERI University on 3-4th January, 2018.
- Pandey, S, Bhatt, R., "Digital Inclusion: Fortifying Agricultural marketing", National Symposium on Innovation in Horticulture Production to Consumption organized by G. B. Pant University of Agriculture & Technology, Pantnagar on 14-15th September, 2017.
- Pandey, S., "E-Governance: Major Impediments in India", UGC sponsored National Conference on inclusive growth for financial inclusion and social development on 26-27th March, 2017, ISBN:978-81-934501-9-2.
- Pandey, S., "Cashless Economy: Social fear & Challenges", ICSSR Sponsored National conference on Demonetization, Digital India and Cashless Economy: A Socio-Economic transformation organized by Institute of Business Studies, Ch. Charan Singh University Campus, Meerut on 17-18th March, 2017.
- Pandey, S., "Agricultural Drones: The farmhands of future", National Seminar on Technological Innovations for Enhancing Profitability of small and marginal farms organized by G. B. Pant University of Agriculture & Technology, Pantnagar on 27-28th February, 2017.

- Pandey, S., & Pandey, M. (2018). Enhancing efficiency of agri-input marketing ICT applications, *Journal of Agroecology and Natural Resource Management*, 5(3), 135-137.

Workshops and FDPs attended

- Online Refresher course on “Economics, Commerce & Management” from 3rd November, 2022 to 17th November, 2022 conducted by Jamia Milia Islamia, New Delhi.
- UGC- Sponsored Online Faculty Induction Programme (FIP-05) from 27-07-2021 to 27-08-2021 by UGC-HRDC-GNDU, Amritsar, Punjab.
- 2-week online Faculty Development Program on “Developing Online Courses for Swayam” from 21st June to 05 July, 2021 conducted by Uttarakhand Open University, Haldwani in collaboration with Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi.
- UGC- Sponsored workshop on “Leadership Development Programme-2” held during 27th January to 2nd February, 2021 conducted by UGC-HRDC Doctor Harsingh Gour Vishwavidyalaya, Sagar, MP.
- Faculty Development Program on “How to publish in Scopus & High Impact Journals?”, June 6th –7th, 2019, IMI campus, New Delhi.
- Ten days research Methodology Workshop in Social Sciences for M.Phil, Ph.D. and PDF scholars from 11th to 21st February, 2019 sponsored by ICSSR at Jamia Millia Islamia, New Delhi with A+ grade.
- Faculty Development Program on “Structural Equation Modelling using AMOS”, January 24th – 25th, 2019, IMI campus, New Delhi
- Faculty Development Programme on “Assuring Quality in Higher Education & Research: New Initiatives”, 3-8 July 2017, IITM, New Delhi.
- National workshop on “Innovations in Traditional Agriculture for Sustaining Humanity”, 29-30 August 2017, G. B. Pant University of Agriculture & Technology, Pantnagar, Uttarakhand.

Area of Interest

Marketing Management, Computer Fundamentals, Social media engagement, Consumer behaviour, E-commerce, Management Information Systems, Research Methodology.

Achievements

- UGC-NET (JRF) in the year 2017.
- Awarded as extraordinary performer by “Bhartiya Vikas Parishad” at MEC, Janakpuri, New Delhi.
- Merit scholarship holder during (2008-12) for being in the top

three students of my batch from Uttarakhand Technical University.

- Awarded with merit scholarship from Educational Scholarship Scheme for Army (ESSA) in 2008-09.

Personal Details

Date of Birth: 31st January, 1990

Marital Status: Married

Address: Assistant Professor in Government Post Graduate Degree College, Sitarganj, (U.S. Nagar)

Place: Pithoragarh



Signature