



Name: SHWETA VIJAY SHRIMALI

Position: Assistant
Professor

Department of Commerce, SVKT College, Deolali Camp, Nashik (MS) India.

Address: Flat. No. 9, Shubhridhi Apartment, Opp- Taran Talaw, Ghadge Nagar,
Nashik Road, Nashik 422101

Telephone: (91) 7507201585

Email: shwetashrimali123@gmail.com

Educational Qualifications:

Ph. D. (Pursuing)

University: Savitribai Phule Pune University, Pune (MS) India, Formerly University of Pune
Topic- A study of contemporary retailing practices in organised and unorganised retail sector in North Maharashtra.

NET(JRF)

2011- University Grants Commission

ICWA (CMA)

2010- Institute of Cost Accountants of India.

CS (Inter)

2012- Institute of Company Secretary of India

CA (CPT)

2009- Institute of Chartered Accountants of India

M.Com

2010 - KTHM College, Nashik (MS) India

B.Com

2008- KTHM College, Nashik (MS) India

Area of Interest:

- Cost and Works Accounting
- Marketing

Teaching Experience:

- Senior College at Undergraduate as well as Postgraduate classes: **10 years**

Training Programmes:

S.N	Name of the Course/ Summer School	Place	Duration	Sponsoring Agency
1	Orientation Course, Delhi (Ramanujan college, Delhi)	Delhi	26/06/20 to 24/07/20	UGS, ASC, HRD
2	Faculty Development Programme, Nashik (K. T. H. M. College, Nashik)	Nashik	29/06/20 to 08/07/20	UGS, ASC,HRD

Administrative Experience:

- Acting Principal - Arts, Commerce College, Satpur -9 Months.
- Incharge - B.VOC (Direct & Indirect Taxes) - K. T. H. M. College, Nashik - 1 year

Sr. No.	Name of the Committee	Designation
1	Swayam and MOOCS	Chairman
2	F. Y. B.com admission	Chairman
3	IQAC	Member
4	NAAC (Criterion V)	Member
5	Career Guidance	Member
6	Academic & Administrative Audit	Member
7	Prospectus	Member
8	Parent Teacher Association	Member
9	Alumni Association	Member
10	Publicity	Member
11	IPR & industry and Academic cell	Member
12	Discipline	Member

Publications:

Research Papers:

Sr. No	Title of the Paper	Name of The Journal	Volume and Page No.	ISSN /ISBN	Impact Factor
1.	The study of branding with specific reference to industrial market	International Journal of Multidisciplinary Research	Vol- I Issue -12(V) Pg. No. 30 -32	2277-9302	--
2.	Establishing Positive company image through social responsibility	Business Ethics and Moral	189-191	978-93-5070-000-6	--
3.	Emerging trends in service Sector	Retail Service Sector in India	-	-	-
4.	A study of consumer response to E-marketing with special reference to Nashik City	Strengthening Business competencies for Sustainable Development	-	-	-

5.	A study of customers perception regarding online and offline shopping with reference to Nashik City	Opportunities and challenges in commerce and Management	-	-	-
----	---	---	---	---	---

Paper Presentations:

- Presented Research Papers in 2 International and 3 National Seminars/ Conferences.

Participation in Co- Curricular and Extra Curricular Activities

- Worked as an Acting Principal in MVP'S Arts, commerce College, Satpur, Nashik.
- Awarded with UGC Junior Research Fellowship (JRF).
- Appointed as a member on LIC.
- Worked as an Internal Senior Supervisor for university Exams.
- Worked as a co-ordinator for CAP of F.Y.B.Com examination
- Active member of different College Committees.
- Invited as a guest lecturer to guide the students.
- Worked as an In charge for B.Voc (Direct and Indirect Taxes).

Extension Activities and Community Services

- Participate in AIDS awareness rally
- Participated in Water conservation rally
- Participated in Yoga day activity engaging local community.

Academic Benchmarking

- Improve in Research work.
- Produced Quality e-content for SPPU

Future Priorities

Sr. No.	Particular
1.	To complete Ph.D in marketing with SPPU
2.	To take up a Major/ Minor Research Project