

RESUME

Name : Anupama Adya
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Contact no. : 098765-08002

EDUCATIONAL QUALIFICATIONS

- PhD in Management
- U.G.C NET (June 2011)
- Master of Business Administration (MBA Marketing Management from IGNOU) with Ist division.
- Post Graduate Diploma in Management with 1st division.
- Post Graduate Diploma in Marketing with 1st division.
- LLB Professional from Panjab University, Chandigarh
- BA Honours Psychology from Punjab University, Chandigarh.
2nd Position holder (Psychology Honours) in Punjab University.
1st Position holder (Political Science) in Punjab University.
- Senior Secondary from Government College for Girls. Sec-11, Chandigarh with 1st division
- Matriculation from Yadavindra Public School, Patiala, Affiliated to I.C.S.E with 1st division.

WORK EXPERIENCE

Total experience - 30 years plus

- Presently working as Associate Professor at Khalsa Institute of Management and Technology for Women, Civil Lines Ludhiana since 21st January 2009-Till date. [16years]
- Worked as Chief Marketing Consultant in Adya Exports from 1st October, 1999 to 1st January 2009 [9 years and 3 months].
- Worked as a Teacher in Hollyhock School, Ludhiana from 1st January 1997 to 30th September. 1999 (2 years and 9 months).s
- Worked as Principal of Alpine Preparatory School. Panchkula from 1st August 1994 to 31st October, 1996. (2 years and 3 months)

RESEARCH PAPERS PUBLISHED

- Review Paper on the Influence of Teenagers' on Family Decision Making Process. SHODH SANCHAR BULLETIN [An International Quarterly Multidisciplinary Bilingual Peer Reviewed Refereed Research Journal] VOLUME 10 Issue 39,Pages 68 -73 (UGC CARE) July-September 2020 .ISSN -2229-3620
- Review Paper on the impact of TV Advertising on Teenagers' Consumer Behaviour .SHODH SARITA[Bilingual Peer Reviewed Refereed

Research Journal] Volume 7, Issue 27, Pages 95-100 (UGC CARE) July-September 2020. ISSN-2348-2397

- The Influence of Advertising on Teenagers' Consumer Behaviour of FMCG in Punjab. THE JOURNAL OF ORIENTAL RESEARCH MADRAS [Interdisciplinary Multilingual Research Journal] Volume XCII-XII, pages 68-78 (UGC CARE) IMPACT FACTOR 7.215 .February 2021. ISSN-0022-3301

Attended various Seminars, Webinars and FDP

SKILLS

Good communication skills. Well versed in Public Speaking. Active participation in debates, dramatics and declamations throughout School, College and University years. Mentored college teams to victory in public speaking activities.

HOBBIES

Reading, Painting / Sketching and Gardening

(Signature)

