

RESUME



Personal Details:

Name : Dr. Rekha Joshi
Fathers Name : Mr. Umesh Chandra Joshi
E-mail : ru2008.com@gmail.com
Contact Number : 9410777559
Institution- INDIRA PRIYADARSHINI GOVT.PG.COLLEGE OF
COMMERCE , HALDWANI, NAINITAL 263139
Date of Birth: Jan 25, 1980

Academic Qualifications:

- B. Com. from Kumaun University, Nainital.
- M. Com. from Kumaun University, Nainital.
- Ph. D. (Commerce) from Kumaun University, Nainital.
Ph.D.Thesis Title- “राज्य प्रायोजित विकास कार्यक्रमों की अल्मोडा व बागेश्वर जनपदों के आर्थिक विकास में भूमिका एवं इन कार्यक्रमों के क्रियान्वयन में बैंकिंग क्षेत्र का योगदान”

Work Experience:

- Worked as Tutor, Dept of Commerce in SMJN PG COLLEGE HARIDWAR, from 2007 to 2008.
- Worked as Lecturer, Dept of Commerce in Govt..Degree College Bhikiyasain (Almora), from 2008 to Dec 2015.
- Worked as Lecturer, Dept of Commerce in Govt.PG College Ranikhet (ALMORA), from Dec 2015 to July 2016.
- Worked as Assistant Professor , Dept of Commerce in Govt.Girls PG College of Commerce Haldwani, Nainital, from 2016 to Till Date.

Research Area of Interest:

Marketing, finance, accounts, entrepreneurship, Economics and impact of con-current events on Kumauni and Garhwali population and Indian Economical History with regard of the continual development and impact of globalisation (Specially Kumaun, Garhwal and North India).

Research scholars :

- Ms. Aditi Sahni, Impact of television advertisements on the buying behavior of consumers, Perusing.
- Mr. Sunil Kumar, Garamin chhetro mai nakad rahit len-den ke prati upbhogta wavhar ka adhiyan, Perusing.
- Ms. Shipra Basera, a study of women empowerment through nanda gaura yojana, Perusing.

Publication (Research Papers, Book chapters):

- Role of Self Help Groups and Micro financing in the Social and Economic Development of Rural People in Uttarakhand (A Comprehensive Literature), International Journal of Advances in Engineering and Management (IJAEM), Vol. 4, issue 3 Pg. 972- 5252, DOI- 10.35629/5252-0403978982. (Impact Factor – 7.429)
- “Impact of Television Commercials on the Buying Behaviour of Customers in the Nainital District (With special reference to FMCG Products)” in Quest Journal of Research in Business and Management, Vol. 10, Pg. 53 to 61, 2022/ ISSN 2347-3002. (Impact Factor – 5.89)
- Impact of Online Shopping On Retail Business(With Special Reference to Haldwani city in Nainital District of Uttarakhand) in International Journal of Advances in Engineering and Management (IJAEM), Vol. 4, issue 9, Pg. 688 to 696, 2022, DOI-10.35629/5252-0409688696. (Impact Factor – 7.429)
- Consumer awareness regarding harmful chemicals in everyday products in International Journal of Business Forecasting and Marketing Intelligence), Vol. 7, issue 4, Pg. 351 to 361, 2022, <https://dx.doi.org/10.1504/IJBFMI.2022.10050479>.
- A study on the impact of TV advertising on youth buying behaviour (with special reference to Nainital district) in International Journal of Creative Research Thoughts, Vol. 9, issue 12, Pg. 504 to 513, 2022, <http://doi.one/10.1729/Journal.29316>. (Impact Factor – 7.97)

- बौद्धिक संपदा अधिकार : एक अध्ययन in UGC LISTED JOURNAL EDUCATION AND SOCIETY ,ISSN : 2278-6864
- Covid-19: Opportunity for India to become Self-Reliant AATMNIRBHAR BHARAT MULTI-DIMENSIONS, KUNAL BOOKS, 2021, ISBN 978-93-89224-78-8

Books :

- Strategic Human Resource Management, RED'SHINE PUBLICATION PVT. LTD., 2023, ISBN 978-81-960634-8-1.
- E-Commerce, RED'SHINE PUBLICATION PVT. LTD., 2022, ISBN 978-93-954560-2-9.
- Rural Marketing, RED'SHINE PUBLICATION PVT. LTD.,2022, ISBN 9789395456234.

Orientation Programme:

- Empanelled training institute NSS Uttarakhand, 10 Dec – 16 Dec 2013, Kumaun University Nainital, Ministry of youth affairs & sports, GOI,
- UGC- Sponsored Orientation Programme, OP- 39, 23 May to 20 Jun 2018, UGC Academic Staff College, Kumaun University, Nainital, UK.

Faculty Development/ Refresher Courses:

- Managing online classes and Co Creating Moocs;2.0. 18 May – 3 Jun 2020. Ramanujan College Delhi, PMMMNMTT.
- “ Online source tools for research”, 8 Jun – 14 Jun 2020, Ramanujan College Delhi, PMMMNMTT.
- The scenario of Commerce, management and economics education after covid-19”, 29 Jun – 8 July 2020, HRDC Pune, Maharastra
- Online class management Tools and techniques, 25 July –29 July 2020. HGDC University of Allahabad (UP).
- Qualitative method for data analysis, 12 Aug– 25 Aug 2020. Ramanujan College Delhi, PMMMNMTT.
- Managing online classes and Co- creating Moocs 4.0, 11 May – 26 May 2021. Ramanujan College Delhi, PMMMNMTT.
- Interdisciplinary refresher course in commerce, 30 Oct – 13 Nov 2022, Ramanujan College University of Delhi, PMMMNMTT.
- Implementation of nep-2020, 27 Oct – 05 Nov 2022, IGNOU, UGC.

Adventure & NCC Camps

- PRCN-109 NCC TRAINING, 11 April – 24 Jun 2022, OTA Gwalior, DG NCC.
- Adventure Camp, 18 Dec – 27 Dec 2013, Govt.of Himachal Pradesh ABVIMAS Manali.
- Adventure Camp, 30 Aug – 08 Sept 2014, Govt.of Himachal Pradesh RMC McLeodganj, Dharamshala (H.P).
- EBSB, 28 Sept 2022 09 Oct 2022, NCC DTE Uttarakhand, NCC GP HQ, Nainital.
- CATC/IGC/TSC from 6-Jul-22 TO 15-Jul-22 Organised by 78 UK BN NCC HALDWANI.
- AIGTE -2023(HIM TREK) from 19-Jun-23 TO 26-Jun-23 Organised by PHHP&C DTE-CHANDIGARH.

International/ National Seminars/ Workshops:

- Red ribbon clubs formation for programme officers from 22 to 24-02-2010 Organised by NSS Cell Kumaun University,Nainital.
- MNREGA: Myths and realities, from 03 to 04-12-2010, SSJ campus, almora (uttarakhand)
- Global recession and Indian economy, from 26 to 27-12-2010, Organised by SMJN(PG)College Haridwar
- State of uttarakhand: development and governance, from 08 to 09-03-2011. Organised by Govt.P.G.College,Ranikhet (Almora),Uttarakhand
- Climate change: Impacts,mitigation and adaptation, from 28 to 29-03-2012, Organised by SSJ Campus,Almora (Uttarakhand)
- Translating policy to practice-RTE, from 18 to 20-01-2013, Organised by Doon University,Dehradun
- Food, culture & tourism, socio-economic problems & hill development of the Uttarakhand, from 11 to 12-10-2013, Organised by dev sanskriti university, ,haridwar(uk).
- Aestheticism and indian culture, from 16-11-2014 to 17-11-2014, Organised by SSJ campus,almora(Uttarakhand)
- Century of Asians : role and impact of Asian countries, from 17 to 18-03-2018, Organised by upsa kumaun university nainital

- The migration challenge in india, from 31 to 01-06-2018, Organised by g.d.c.bhatronjkhan(almora)Uttarakhand
- Tourism,economic growth&women empowerment, from 28 to 29-02-2020, Organised by s.v.govt.pg.college,lohaghat
- Environmental governance and sustainable development, from 05 to 07-06-2019, Organised by upsa kumaun university nainital
- Transformation Through NAAC Accreditation Process, A National Level Workshop for Higher Educational Institutions, from 21 to 22-06-2021, Organised by institution for academic excellence,hyderabad.
- Veda and thought revolution, from 14 to 17-mar-12 Organised by dev sanskriti university,haridwar(uk)
- Ill Effects of fireworks,on 18-03-2016, Organised by govt.p.g.college, ranikhet(almora), uttarakhand
- Project shrinkhala,on 14-Dec-10, Organised by g.d.c.bhikiyasen(almora)
- Training programme, on 14-Dec-10, Organised by g.d.c.bhikiyasen(almora)
- Project sankalp,on 28-Feb-13, Organised by g.d.c.bhikiyasen(almora)
- Covid-19 pandemic: emerging challenges& perspectives in e-learning, on 29-May-2020, Organised by hvm(pg) college raisi,haridwar,Uttarakhand
- Role of technology in the era of covid-19 for education, from 07 to 08-06-2020, Organised by MIET Kumaun
- Participated In One Day State Level Workshop On Intellectual Property Rights (IPR) On 8 Feb 2023 In Indira Priyadarshini Govt. Girls . P. G College Of Commerce

Declaration: I hereby declare that all the above information is true to the best of my knowledge and belief.

Date:

Dr. Rekha Joshi

Place: