

FELLOW PROGRAMME IN MANAGEMENT 2017

SHWETA JHA

Area: Marketing

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Educational Qualifications

MBA (Marketing), ABV- Indian Institute of Information Technology & Management (IIIT), Gwalior (2012-2014)

B.Sc. (H) Instrumentation, University of Delhi, (2009-2012)

Work Experience

Research Associate, Research Division, Indian Institute of Foreign Trade, New Delhi (20th Jan 2015 to 19th May, 2017)

Assistant Professor, Faculty of Management, Trident ET Group of Institutions (19th Aug 2014, 19th Jan 2015)

Internships

TENSPORTS (Sec- 16A, film city, Noida) Duration: May 2013- July 2013

Ranbaxy labs. Ltd. Sec- 18, Gurgaon Duration: May 2012 - July 2012

Jubilant industries ltd. Noida, sec-59 Duration: May 2011- July 2011

Research Projects

- The Journey of Gaining Market Share (Circulation and Readership) from Scratch to Substantial by Rajasthan Patrika in Madhya Pradesh during 2008 to 2014 (Rajasthan Patrika)
- Marketing Strategy and Action Plan for International Expansion of Steel and Authority of India Limited (SAIL)
- Market Study on Handloom Exports (HEPC, Ministry of Textiles, Govt. of India)
- Study of Coir Exports Sustainability in Context of Coir Fibre Scarcity for Product Exporters (Coir Board)
- Study on Prospective Plan for Footwear Design and Development Institute (Ministry of commerce, Govt. of India)
- Study on Export Strategy for Punjab (PSIEC- Punjab Small Industries & Export Corporation Ltd.)

IIM INDORE

Publications

Journal Publication

1. **Jha, S.**, Vyas, V. and Acharya, P. (2015) “Financial feasibility analysis of potential projects of Indian SMEs using DEMATEL”, International Journal of Management and Enterprise Development, Vol. 14, No. 3, pp.199–213.
2. **Jha, Shweta**, (2016) “Kellogg’s Journey in India: From Being Bland to Scrumptious in Culturally Diversified International Market”, ELK Asia Pacific Journal of Marketing and Retail Management, Vol. 07, No. 4, pp. 122-138.

Conference Publication

1. Joshi, R.M., Joshi, C. and **Jha, Shweta** “Developing Global Food Value Chain through Public Private Partnership”, National Conference on Promoting Public-Private Sector Partnerships in Enhancing Food Value Chains organized by National Productivity Council and Asian Productivity Organization, Tokyo, Japan and supported by GOI, MOFPI, New Delhi, Nov 3-4, 2016.

Certifications

Course	Year	Institution	Duration
Inbound Marketing	2016	Hubspot Academy	Online 3 Weeks
Introduction to marketing, 1 of 5 courses in Business Foundation Module	2016	University of Pennsylvania (through Coursera)	Online 4 Weeks
Competitive Strategy	2013	LMU Munich (through Coursera)	Online 6 Weeks
Introduction to Finance	2013	University of Michigan (through Coursera)	Online 15 Weeks

Area of Interests

- Digital Marketing
- Cultural implications in International Marketing
- Branding and Product Management
- Socially Responsible Marketing
- Marketing Analytics

Academic Achievements & Co-Curricular Activities

- Secured 2nd rank in 4th semester of MBA, 2013-14.
- Remained top 21% of participants in 8th NIIT national IT aptitude test in 2012.
- Secured 3rd rank in academics in Instrumentation department, University of Delhi in 2010-11
- Brand Ambassador of “management paradise (a leading management student portal)” in year 2013
- Remained class representative & council member in 2010-2011, University of Delhi.
- “Student speaker” at 5th HR summit in 2013-14
- Coordinator in 4th HR summit in 2012-13