

Faculty Profile Information

Name	Dr. Malika Sharma
Designation	Assistant Professor (Agri Business Management) Contractual
Contact Address	Division of Agricultural Economics and Agribusiness Management, FoA, SKUAST-Jammu, Chatha - 180009
E Mail	mallika.s20@hotmail.com
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Professional Experience	More than 03 (three) Years
Awards/ Honours/ scholarships/fellowships	<ul style="list-style-type: none"> • Received Certificate of Appreciation for the Presentation in the Conference “CERE” by IIM Indore on the topic “Antecedents affecting the selection of retail formats: A qualitative study of Jammu Market”.
Area of Specialization	Major: Business Management Sub-Discipline(s): Marketing Management and Supply Chain Management
Research Interests	<ul style="list-style-type: none"> • Digital Marketing • Luxury Marketing • Strategic Management
Total no. of Publications (referred journals)	12 (Twelve)
Selected Publications (Best five)*	<p>I. Sharma, M. (2021). Comparative study of vals and aio with special reference to retail formats. <i>Academy of Marketing Studies Journal</i>, 25(S3), 1-6. (ABDC, SCOPUS)</p> <p>II. Sharma, M. (2021). Consumer behaviour towards lifestyle retailing formats in Jammu. <i>Academy of Marketing Studies Journal</i>, 25(S3), 1-5. ABDC, SCOPUS)</p> <p>III. Sharma, M., Sinha P. K. and Mishra, H. G. (2016). Customer Profiling of Generation-Y Females Purchasing Handbags in Jammu. Working paper series EDII Ahmedabad. EDI W.P. No. CREED/2016/01, 2016-00</p> <p>IV. Bhat, A., Diskit, R., Kachroo, J. and Sharma, M. (2021). Economic Sustainability of Vegetable Growers in Jammu Region of Jammu and Kashmir Union. <i>Empirical Economic Letters</i>, 20(3). (ABDC).</p> <p>V. Kumar, H, Bhat, A., Choudary, P., and Sharma, M. 2022. An Economic Analysis of Production Of Harad (Terminalia Chebula) And Constraints Faced In Its Cultivation In Jammu. <i>The Indian Forester</i>.</p>
No. of Books/ manuals/ monographs	Manuals: 1 Contributed in Manual of Objective questions for All India Entrance Examination for Master degree programmes (AIEEA) and ICAR –P.G Scholarships/ NTS (PGS)
Other achievements if any (please specify)	<ul style="list-style-type: none"> - Completed AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "SOCIAL ENTERPRISE MANAGEMENT" from 2021-06-11 to 2021-06-15 at National Institute of Technology Jamshedpur. - Completed MOOC on Theoretical foundations of Educational technology, held from June 1st -30th, 2021. - Participated & completed successfully AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "Emerging Paradigms in Organisational Behaviour" from 2021-07-05 to 2021-07-09 at Shri Ram College of Commerce.