

Detailed Bio-Data -
Dr.Sanjeela Mathur



Name : Dr Sanjeela Mathur

Specialization : Marketing, Strategy & Entrepreneurship

Designation : Associate Professor

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Educational Qualifications: PhD (Environment and Strategy) , MBA, B.A

Dr. SanjeelaMathur , Associate Professor at Jagannath International Management School, New Delhi , has more than two decades of experience in academics. She is a post graduate in business administration and her doctorate is in the field of environmental marketing strategy. A certified entrepreneurial trainer, motivational speaker and a strategy expert, she has been actively involved in grooming student entrepreneurs and potential start-ups through various stages in starting up. A passionate mentor, she takes keen interest in areas of strategy and implementation of ideas. Ms Mathur has been actively involved with National Entrepreneurship Network (NEN) in organizing workshops, seminars to help build an entrepreneurial community and an eco-system. Prior to JIMS, New Delhi, she has been teaching at University of Nagpur and as a visiting faculty to many colleges in Nagpur as well as Delhi. She is a member of TiE, Northern Region, Delhi. She has many research papers to her credit in international and national journals.

Detailed Profile:**Designation : Associate Professor, Marketing & Entrepreneurship**

S.No.	Degree	University	Stream	Year	Class/ Division
1.	PhD – Environmental Marketing	Jagannath University	Marketing Management	2020	Awarded
2.	MBA	Centre for Management Development, Ghaziabad	Marketing	1991	First
3.	B.A	University of Bombay	Economics	1988	First
1.	Higher Secondary	Maharashtra Board	Humanities	1985	First

Details of Teaching Experience:

From	To	Institute	Program	Course/ Subjects
2007	Till Date	JIMS, Kalkaji	PGDM&PGDM- IB (AICTE)	Strategy, Marketing , Entrepreneurship
2002	2007	Institute of Management Studies, YMCA, New Delhi	MBA	Marketing, Brand Management. Marketing Research
2000	2001	University of Nagpur, Department of Business Studies	MBA	Marketing Business Policy and Strategic Management
1998	2000	Tirpude College, Nagpur	MBA	Marketing, Marketing Research, Entrepreneurship

Research Details:

Paper Publications

Publications:

1. Revisiting soft skills for new work force of millennials in the digital era: Test Engineering and Management, Issue , Vol.- 83, March - April 2020, ISSN: 0193-4120 Page No. 59 - 64
2. Green marketing: The Emerging Key Driver towards Sustainability in an Emerging Economy: An Investigation into Impact of Demographics on Green Consumption.in SSRN, Elsevier , October, 2019, Proceedings of International Conference on Advancements in Computing & Management (ICACM) 2019. ISSN- 1556-5068
3. 2.Intrapreneurship - The Emerging Paradigm to Innovation and Sustainability in an Emerging Economy', Test Engineering and Management, Issue, Vol.82: Jan/Feb, 2020.ISSN- **ISSN**, 01934120
4. 3.“Green Entrepreneurship- The Emerging Paradigm for Sustainable Growth and Development in India. A Study of the Millennials” in Indian Journal of Science and Technology- Volume 9, Issue 46, December 2016-(Scopus Indexed Journal).
5. 4.“Millennipreneurs’: The Emerging Paradigm to Sustainable Economic Development in India” at International Research Conference on Entrepreneurship & Sustainability: A Skill India Perspective” in Amity Journal of Entrepreneurship , ISSN- **ISSN**. 2455-9725; 3 (1), (35-65), ©2018 ADMAA (UGC –Approved Journal).

6. Chapter “ Growing Environmental Consciousness and Evolving Millennial Behavior : A Strategic Approach” published in book titled “Marketing to Millennials-The Rise of Gen Yo!” (Bloomsbury Publication), ISBN, 978-93- 86826-86-2, June, 2018
7. Paper titled ‘Green Marketing : Consumer Attitude and Perception towards Organic Cosmetic- A Study in Delhi- NCR Region’ published in Abstract Proceedings of the International conference on Sustainable Management’, 2018, by IIM- Kashipur.
8. Paper published titled ‘Green Marketing and Sustainable Consumerism : A Study of Consumer Attitude and Preferences towards Organic Cosmetics’ published in Bloomsbury Conference book for International Conference on ‘Business Sustainability in the 21st Century: Managing People Planet and Profit’, 2019 ISSN -
9. Paper Published “Determinants of Organizational Citizenship Behavior: A Study on Professional College Teachers in Delhi/ NCR” in Ushus JB Mgt 13, 2 (2014), 39-52ISSN- 0975-3311
10. Paper Published “ Green Marketing- The Emerging Driver to Differentiation and Sustainability” in International Journal of Research and Development in Technology and Management Sciences, June, 2013.
11. Paper published “ Impact of Corporate Social Responsibility through Cause Related Marketing on Consumer Perception: A comparison with Traditional Marketing Tools in Gian Jyoti e-journal 2 (3) , 2012
12. Paper Published “ Buying Behavior of the Bottom of the Pyramid towards the Retail Sector” in International Journal of Retailing & Rural Business Perspectives 1 (1), 34, 2012.
13. Paper published “ Mapping Employee Retention through IT Tools: A Study in Delhi- NCR” IN Gian Jyoti E- Journal , Volume 1, Issue 2 (2012).

14. Paper Published “ Affiliate Marketing – Building Strategies and Techniques : a Study in Delhi- NCR” in Researchers World, 2012.

Paper Presented:

1. Paper presented at Symbiosis, Pune (SIMSARC) at International Conference-' Make in India- Opportunities and Challenges". Adjudged and conferred the' Best Paper Award' at the conference.
2. Paper presented at an International Conference organized by International Association of Research & Development organization (IARDO) In Association With Ministry of Commerce and Industry, Government of India On June 25, 2017. Adjudged and conferred with the Best Paper Award (II) .
3. Paper presented at 1st International Conference on Challenges in Emerging Economies at K J Somaiya Institute of Management Studies and Research (SIMSR), Mumbai, India.
4. Paper presented at XIVth International Conference on ‘Business Sustainability in the 21st Century: Managing People Planet and Profit’, organized by Jagannath International Management School, New Delhi.
5. Green Marketing: The Emerging Paradigm to Differentiation and Sustainability in an Emerging Economy, Poster Presentation at PAN IIM WMC 2019.
