



DR. SMITA SHARMA

Assistant Professor Manipal University Jaipur

CONTACT

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ACADEMIC QUALIFICATION

Post-Doctoral Fellow

IIT Kanpur – May 2023 onwards

Post-Doctoral Fellow

Indian Council of Social Science
and Research, New Delhi - Jul 2019

Doctor of Philosophy – Management

University of Rajasthan, Jaipur - Mar 2017

Master of Business Administration

MDS University, Ajmer - May 2010

Master of Philosophy

MDS University, Ajmer - May 2007

Master of Science – Environmental Science

MDS University, Ajmer - May 2003

Bachelor of Science

Sophia Girls College, Ajmer - May 2001

TEACHING COMPETENCIES

Digital Marketing, Marketing Analytics,
Marketing Research, Consumer Behavior,
Brand Management, Retail and Merchandise,
Research Methodology

PROFESSIONAL EXPERIENCE

TAPMI School of Business, Manipal University Jaipur

Assistant Professor | June 2024-Present

Department of Management Sciences, IIT Kanpur

Post-Doctoral Fellow | May 2023 – April 2024

School of Management, Presidency University Bangalore

Assistant Professor | Nov 22 – April 2023

TAPMI School of Business, Manipal University Jaipur

Assistant Professor | Aug 2019 – Aug 2022

Indian Council of Social Research, New Delhi

Post-Doctoral Fellow | Jan 2018 – Jul 2019

Indian Institute of Rural Management, Jaipur

Assistant Professor | Sep 2018 – Dec 2018

University of Rajasthan, Jaipur

Senior Research Fellow | Aug 2013 – June 2017

SIMCS, Jaipur

Assistant Professor | Sept 2011 – July 2013

Sophia Girl's College, Ajmer

Lecturer | Aug 2003 – March 2006

HONORS, FELLOWSHIPS & GRANTS

• University Gold Medal, MDS University Ajmer, 2003

• FDP-IIM Ahmedabad, Research Methodology

• Certificate Course in Environmental Management from
Indian Institute of Science Bangalore

• Award of Excellence (Best Paper), RDA, 2014

• Research Support Provided By: University Grants
Commission (2013-2017) and Indian Council of Social
Science Research, New Delhi 2018-19

NON-TEACHING CONTRIBUTIONS

Training and Placement Coordinator, 2019-20

Doctoral Review Committee Member 2019-20

Nucleus Member, Directorate of International
Collaboration 2019-20

Outcome Based Education (OBE) Coordinator

Reviewer, Indian Journal of Public Health (Scopus)

PUBLICATIONS

Selected Journal Articles, Book Chapters, and Conference Proceedings

1. Sharma, S., Khandelwal. & Mehta, A. (2024). An Empirical Study of Factors Contributing To Entrepreneurial Intention Among Students Of Higher Education. *Journal of Entrepreneurship and Innovation in Emerging Economies*, Sage Publication, In Press **Scopus Indexed Q2**
2. Sharma, S., & Sen Roopa (2024) Assessment of Enablers for Adoption of Blockchain Technology in Indian Hospitality Industry, Leveraging Digital Transformation Technologies and Tools for the Next Generation Hospitality Industry. Taylor and Francis, Routledge Publication, In Press **Scopus Indexed**
3. Mehta, A., **Sharma, S** & Sen, S. (2024) Student's orientation towards Entrepreneurship-*International Journal of Entrepreneurship and Small Business*, Inder science **Scopus Indexed Vol.51, No. 3, Scopus Indexed Q3**
4. Sharma Shweta, Mehta Anil, Sharma Smita (2023) A Bibliometric Analysis of Electronic Waste Management: Issues and Challenges,18(3),32-43 **Web of Science**
5. Sharma, S., & Mathur, N.D. (2021) Assessment of Ground Water Quality Around Mathuradaspora Dumpsite, Jaipur, Rajasthan-*International Journal of Environment and Waste Management*, April 4(3), 284-292. **Scopus Indexed Q3**
6. Sharma A, **Sharma S** (2023) Job Satisfaction among Healthcare Providers: A Case of Smart City Jaipur, *Empirical Economic Letters*,21(3),42-49. **ABDC C**
7. Sharma, A., & **Sharma, S.** (2023). Exploring the Impact of Operational Lean Management on Patient Satisfaction and Sustainable Healthcare Development, *Journal of Chemical Health Risks*, Vol 13(3),1511-1520.**Scopus Q4**
8. Rosewine J, **Sharma S**, Sahni, J., Ummathiriyam, S. (2023) A Comparative Assessment of Accomplishment of Sustainable Development Goals in Tropical Region, *Women in Data Science*, *IEEE Proceedings*Vol.23(6),42-46. **Scopus Indexed**
9. **Sharma, S.**, Rao, R., Pandey U. (2023) Antecedents of Online Adoption Process for Indian Super Markets: A Case of University Students in Jaipur City. *Pacific Business Review International* Vol15(11),11-20. **Web of Science**
10. Anirvinna. & Sharma, S. (2021.) Interrelationship of Tourism Receipts and Economic Growth in India *Empirical Economic Letters*, Vol.16(2),34-45. **ABDC C**
11. **Sharma, S.**, & Mathur, N. D. (2020). An assessment of attitude towards the environment: a study of five-star hotels in Rajasthan. *International Journal of Applied Management Science*, 12(2), 151-168.**Scopus Indexed Q3**
12. Sharma, A., & **Sharma, S.** (2021). Telemedicine Effectiveness and its impact on Patient Satisfaction and loyalty. *Pal Arch's Journal of Archaeology of Egypt/Egyptology*, 18(09), 178-186.
13. Mehta, A., & **Sharma, S.** (2019). A Study of Consumer Behavior and Visit Intention Towards Green Hotels. *International Journal of Hospitality & Tourism Systems*, 12(2) 41-52. **Scopus Indexed Q3**
14. **Sharma, S.**, Sharma, S., & Sharma, A. (2019) An Assessment of Ethical Considerations in Household Waste Management: A Case of Jaipur City, *APJ Journal of Management*, Vol.4, pg. 45-56 **UGC Care**
15. **Sharma, S.** & Sharma, S. (2019) Assessment of Consumer Visit Intention using the Perceived Value model, *Saaransh, RKG Journal of Management*, April 2019 Vol 3,67-76 **UGC Care**
16. Mehta, A., & **Sharma, S.** (2019). Study of an Individual's Entrepreneurial Intention: Evidence from Telecom Industry in Jaipur City, *IIMS Journal of Management Science* 2015, Vol. 6, Issue: 2 (167- 172) DOI: 10.5958/0976-173X.2015.00014.7 **UGC Care**

17. Mehta, A., & **Sharma, S** (2018) Environmental Stewardship in the Rajasthan Hotel Industry, *Pacific Business Review Vol.10*, Iss.9, March, Pg.162-165 **UGC List**
18. Pahwa, M. S., Mehta, A., & **Sharma, S.** (2018) Ethical Intention of Students: A Study of Students in Universities/Higher Education, *UNNAYAN: International Bulletin of Management and Economics*, Volume - IX | July 2018 (Special Issue),231-238. **UGC CareList**
19. Mehta, A.& **Sharma, S** (2016) Environmental Orientation of an Ecotel: Case of the Fern Jaipur, *Vaniya, Vol. 26*, Pg. 1-13.
20. Mehta, A., & **Sharma, S** (2015) Study on pollution of Amanishah Nallah by effluents of local textile industries in Sanganer, *Asian Journal of Chemical and Environmental Research, Vol.13*,76-79 **UGC Care**
21. Mehta, A., & **Sharma, S** (2011) Water Quality of Puskar Lake as primary data for Sustainable Development South Asian Journal of Tourism and Heritage Management, *Vol. 3*, No. 1, pg. 18-29
22. Mehta, A., & **Sharma, S** (2011) Environmental Assessment of Water Quality near Suratgarh Super Thermal Power Plant in Sriganganagar District, Rajasthan, *Journal of the Ecoscan, Vol. 3*, pg. 45-56 **UGC Care**
23. **Sharma, S**, Yadav, R., & Soni, Y. (2011) Water Quality Status of Pushkar Lake: A comparative study of two decades, *Journal of Ecology and Environmental Pollution*, March-2011 **UGC Care**
24. **Sharma, S**, & Sharma, S (2015) Solid Waste Management in Ajmer City. *Journal of Ecology and Environmental Pollution, Vol 3*, pg. 33-42 **UGC Care**
25. Yadav, R., & **Sharma, S** (2013) Environmental Assessment of Air Quality near Suratgarh Super Thermal Power Plant in Sriganganagar District, Rajasthan, *Universal Journal, Vol 4*, pg. 22-31
26. Mehta, A., & **Sharma, S** (2011) A Study on Assessment of Noise quality of Jaipur City and its impact. *Research Analysis and Evaluation, Vol.3*, pg. 56-67.
27. **Sharma, S.**, Sharma, S and Goyal, R. (2011) A Journey from Consumer satisfaction to Consumer delight: Case study of An Indian Private Sector Bank. *International Journal of Research in Commerce and Management*, Sep 2011, pg. 233-237
28. Mehta, A., & **Sharma, S** (2012) Gap Analysis of Service Quality at a curbside restaurant: Case of Aunty's Café, Jaipur, Smita Sharma and Shweta Sharma, *Advances in Management, Jan.2012*, pg.29-33
29. Saini, Y., & **Sharma, S** (2013) Correlation of Physico-Chemical Analysis of Ground Water of Jaipur City (Rajasthan, India), *International Journal of Environmental Science*, pg.14-17 **UGC Care**
30. Mehta, A., & **Sharma, S** (2015) Perceptions of Service Quality in Hotels of Jaipur City, *Journal of Hospitality Management, AISSHMS, Pune, Vol.2*,34-42
31. **Sharma, S.**, & Sharma, S (2012) Sustaining the regime of climate change with special reference to India, *Pollution Research, Vol.32*(4):849-858
32. **Sharma, S.**, & Sharma, S (2011) Solid Waste Management in Ajmer City, *Indian Journal of Environmental Sciences, Vol.15*(2),2011,155-159. **UGC Care**
33. Mehta, A., & **Sharma, S** (2012) The correlation between service quality and customer satisfaction in Telecommunication, *Journal of Business and Management, Vol.7*(1) 1-8.
34. Mehta, A., & **Sharma, S** (2012) Innovation and Entrepreneurship: Case of Tapir the Tea House, *Management Perspectives*, Rectitude Publishing House,19-28
35. Tripathi, V., & **Sharma, S** (2012) An Assessment into the life of Jim Corbett-The

Conservationist, *Management Perspectives*, 303-306

36. Mehta, A., & **Sharma, S** (2012) Brand perception: Some evidence from apparel consumers *The Indian Journal of Business Administration*, Vol.8, 2012 23-31.
37. Mehta, A., & **Sharma, S** (2013) A study of factors affecting user satisfaction with mobile data services, *Journal of Practicing Managers*, Vol.4 No.1 25-31.
38. Mehta, A., & **Sharma, S** (2015) Entrepreneurial intentions: A study of telecommunication industry, *IIM Shillong Journal of Management Science*, Vol.2, pg. 23-34 **UGC Care**
39. **Sharma, S.**, Sharma, S., & Sharma, S (2015) An assessment of Trends of air pollution in major cities of India, *Journal of Environment and Earth Science*, Vol.5 No.8 **UGC Care**
40. Mehta, A., & **Sharma, S** (2016) Entrepreneurial Intention of Students: A study of Jaipur City, *Prabandhan*, Vol.32, Pg.1-6, Dec, 2016. **UGC Care**

Articles Under Review

1. A Bibliometric analysis of Affiliate Marketing -Journal of Human-Computer Interaction, Taylor and Francis
2. Linking the Path to Zero Hunger: Analysing Sustainable Development Goals Within the Context of Global Sustainability: Accepted for ICSDI Conference Feb 24, Riyadh
3. A Bibliometric Literature Review on Green Consumer with Special Reference to India, Current World Science

Media Links

Linkedin Profile Page: <https://www.linkedin.com/in/smita-sharma-031628179/>

Google Scholar: <https://scholar.google.com/citations?user=ca4F26oAAAAJ&hl=en>

Scopus Profile: <https://www.scopus.com/authid/detail.uri?authorId=57216654197>

