

CV

Dr. Shart Sood.



Address: #812, Suddan Street
Sirhind City. FG Sahib. Pb.140406
Mobile No: 09815830360
Email-id: shartsood@gmail.com

PROFESSIONAL PROFILE

- ❖ 8 years of overall experience in Teaching and Power Duty Electrical Equipments Manufacturing industry with strong experience in PPC and implementing the quality control system.
- ❖ Presently serving as HOD BBA, DHC BBA & Admission In-charge CBSA, Chandigarh Group of Colleges Landran Mohali.
- ❖ Having Expertise in Marketing, Advertising & Sales, Strategic Management, with excellent academic results in past 6.5 years.
- ❖ Successfully Managing the Admission Cell of Chandigarh Business School as Admission In-charge CBSA.
- ❖ Committed and self motivated leadership skills with proficiency in handling the administrative activities entailing event management, motivational programs, student-parent relationship and upholding of the institutes motto.
- ❖ Having admirer base of 3, 10, 000 plus readers on worldwide famous website slideshare.net with monthly additions of approximately one thousand readers.

EDUCATIONAL QUALIFICATION

- ❖ Completed Doctorate Degree (PhD) in Management & Commerce Stream. Title of Research "Customer Relationship Management in Cellular Service Industry- A Study of Punjab. (2010-2013). under the dynamic supervision of Dr. Bimal Anjum Professor DAV Chandigarh.
- ❖ Master in Business Administration with Distinction, Specialization in Marketing Management, and Finance Management as Minor subject (2007-2009).
- ❖ Bachelor in Technology (Electrical Engineering) in First Division (2002-2006).

TECHNICAL SKILLS

Operating System: Win XP, Win 7 & Win 8 (operation & installation)

Development Tools: Having Basic Knowledge in Creating Web Pages/Site.
 Application Software's: MS-office & Photoshop basics.

EXPERIENCE DETAILS

Chandigarh Business School. (Chandigarh Group Colleges).	
Location	CGC (Chandigarh Group of Colleges) Landran, Mohali.
Duration	January 2010 – Till Date.
Role	<p>HOD BBA, Department Head Counselor & Admission In-Charge CBSA.</p> <ul style="list-style-type: none"> • In Addition to <u>Teaching</u>, working as a <u>Dept. Head Counselor (includes maintaining the best ever relationship with Students & their Parents,</u> • Good knowledge of controlling with <u>Admission Cell</u> which includes attending queries, preparing potential candidates to join institute & file management system. • Proved best academic result in Institute.
Desh Bhagat Group.	
Location	Mandi Gobindgarh.
Duration	Sep 2009 – Dec 2009
Role	<p>Lecturer in Management Department.</p> <ul style="list-style-type: none"> • Lecturer in MBA & Exam Coordination. • Result 100% in Punjabi Univ Examinations.
Goodwill Grain Traders Pvt Ltd.	
Location	Ludhiana Highway, Morinda.
Duration	June 2006 – Dec 2006 & June 2009 – Sep 2009
Role	<p>Asst Manager.</p> <ul style="list-style-type: none"> • Problem Analysis, Material Requirement & Procurement and Logistics. • Maintaining Co Records as per ISO Standards.
NSPL Doraha.	
Location	Doraha, Ludhiana
Duration	Jan 2007 – July 2007
	<p>Production Planning & Quality Control Engineer.</p> <ul style="list-style-type: none"> • Production of Heavy Duty Transformers for Indian Electricity Boards & Oversea Countries & Testing Plus ISO Documentation.

PUBLICATIONS in 2013

❖ PERCEPTION OF CUSTOMERS TOWARDS THE CELLULAR SERVICES OPERATORS – A STUDY OF PUNJAB.Vol-2 E-ISSN: 0976 0458, Print ISSN: 2320 897X

- ❖ IMPACT OF MNP ON CONSUMER SERVICES – A STUDY OF AIRTEL PUNJAB, IJBMSR, ISSN: 2394-6636
- ❖ CUSTOMER SATISFACTION TOWARDS MOBILE SERVICES – A STUDY OF VODAFONE IN PUNJAB.IJBMSR, ISSN2394-6636
- ❖ CUSTOMER SATISFACTION TOWARDS CELLULAR SERVICES- A STUDY OF IDEA CELLULAR “MALWA MARKET” IN PUNJAB, INTERNATIONAL JPURNAL OF BUSINESS MANAGEEMNT AND SCIENTIFIC RESEARCH. ISSN: 2394-6636

MEMBERSHIPS

- ❖ Member of EGRA (Economic Growth and Research Association)

WORKSHOPS ATTENDED & CERTIFICATES

- ❖ Participated in “national seminar on contemporary issues in education in India” held in July 2016 at Punjab University, Chandigarh.
- ❖ Participated in Human values workshop Held in CBSA, CGC landran April 2016.
- ❖ Participated in Six AICTE/UGC sponsored “Faculty Development Programs” and “Seminars” held in Chandigarh Business School Landran During 2010 to 2015.
- ❖ Presented a paper in PTU sponsored Marketing Conference CGC OCT 2015.
- ❖ Got Certificate of Participation from MSME –Development Institute (GOVT. OF INDIA, MINISTRY OF MSME) for delivering lectures in workshop organized at RIMT Mandi-Gobindgarh.
- ❖ Awarded as “BEST TEACHER” 2014 for the Best academic Results to CBSA.
- ❖ Awarded as “BRAND AMBASADOR CGC” during Parivartan 2K14 for Best admission to CGC.
- ❖ Got Letter of Appreciation from Dr. SPS Bedi for Best Academic Result.
- ❖ Got Letter of Appreciation from Swaraj PTL Industries in 2008 for best performance.
- ❖ Working with World Wide Web Portal of Sharing Business & Management Education Material. Published 30 + Slides and documents on Slidehare.net (Got Mail of 3, 10,000 +) followers from the website. Continuously increasing the number of readers of my slides & documents online.

EVENTS ORGANISED

- ❖ Talent Hunt (CGC level), A Mega Event to explore the hidden talent of students of CGC, successfully organized the event with participation of more than 250 students.

- ❖ International Happiness Days for the Staff of CGC, in association with Sehaj Yoga, Mr. Nischal Kapoor, VP IBM was chief guest.
- ❖ International Women Day, March 2015.
- ❖ Blood donation camp in association with Rotary Club & Blood Bank.

PERSONAL INFORMATION

Date of Birth:	14 th Mar 1983
Father's Name:	Er. P.D. Sood.
Mother Name:	Late. Mrs. B.B. Sood.
Email-id:	shartsood@gmail.com
Contact No:	09815830360

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(Dr. Shart Sood).