

## **FACULTY PROFILE**



1. **Name:** Dr. Zia Zehra Zaidi
2. **Designation:** Assistant Professor
3. **Department:** Computer Science & Engineering
4. **Date of Joining the Institution:** 02/02/2010
5. **Qualification:** Phd(Management) , M.B.A, B.Tech
6. **E-mail ID:** zia@coet.in
7. **Total experience (in years):** 9 Years
  - a) **Teaching experience (in years):** 8 Years
  - b) **Industry experience (in years):** 1 Year

### 8. ii) Papers in Journals/Conference/Seminar/Proceedings

Sl. No.	Title of the paper	Title of conference/seminar volume	Year of publication	Publisher
01	Marketing Strategies for Socially Responsible Products-Company Brand Name and Market Scenario: An Industry Cross Sectional Study”	Online ISSN (0974-1852;Print 0972-8031)(Volume XIV,No.1,January - June 2016)	2016	LBS Journal of Management and Research
02	“Marketing Strategies for Socially Responsible Products and Brand Name of the company: An impact Assessment Study Across Industry Verticles”	ISSN (2278-9359)(Volume-6, Issue No.1, January 2017)	2017	International Journal of Emerging Research in Management and Technology

03	“B-Schools: Roadmap for Excellence”	ISSN 2394-1537 (Vol.No.5,Issue No.06,June 2016)	2016	International Journal of Science, Technology and Management
04	Marketing Strategies for Socially Responsible Products and Brand Name of the Company :A Cross-Industry Study”	ISSN (2251-1571)(Vol-6,No-10	2017	International Journal Research Publication’s Research Journal of Social Science & Management

### 9.Conference/Workshop/Seminar participated:

Sl. No.	Title	Organized by	Year/Month
1.	2-Days ISTE Workshop on Aakash Tablet for Education	IIT BOMBAY	Nov-2012
2.	<i>Culture, Values, Mindset, Gender and Strategy and Re-positioning SHRM</i>	Faculty of Management Studies, Amity University, Sec-125,Noida	15th-16th May 2014
3.	Innovation in Business- Challenges and opportunities	Lloyd Group of Institutions Plot No.11, Knowledge Park-2, Greater Noida -UP-201306	May 10, 14.
4	Changing Dynamics of International Business Environment-Issues and Opportunities for India	Gitarattan International Business School	Nov 29,2014
5	Effective and Innovative Ways of Teaching and Learning Strategies	JSSATE ,NOIDA	11 <sup>TH</sup> -15 <sup>TH</sup> June,2018

### 10. PROJECTS UNDERTAKEN:-

- Eight weeks project titled “Comprehensive Research & Analysis of Market Strategies of Atlas Cycles Versus Competitors” at ATLAS CYCLES (HARYANA) LTD.(Sahibabad) in Marketing Department.
- Eight weeks project titled “Marketing Strategy And Awareness of Biofertilizers” at National Fertilizers Limited, NFL (Noida) in Marketing Department.
- Eight weeks Project of “How to increase the market share of Dabur Babool Toothpaste and Glucose-D” from Dabur India Limited (Vaishali).
- Eight weeks Project of “How to increase the market share of Dev Hair Oil and Coughend Syrup” from Dev Pharmacy Pvt.Ltd (Noida).
- Eight weeks project from Gandhi Medical College, Bhopal (M.P.) on “HIV Testing (ELISA)”.

**11. Membership to professional Organization/Associations:**

<b>Sl. No.</b>	<b>Name of the Association/Organizations</b>	<b>Life member/Ordinary member</b>
01	Indian Society for Technical Education(ISTE)	Life Time Member

**12.Any Other Information:-**

- **Working as a Cultural Coordinator and E-magazine Coordinator at MGM College of Engineering and Technology, Noida.**