

MEERA ARORA

ASSOCIATE PROFESSOR (MARKETING)



Education

- Pursuing Doctoral (PhD) in the area of Marketing
- M.Phil (Management) from Madurai Kamraj university 2005
- Master's in Business Administration (Marketing) from M.D. University, Rohtak in 2000.
- B Sc.(H) from Kurukshetra University, Kurukshetra 1998

Papers Published

- Paper titled **“Green Marketing: A Key to Sustainable Organizations & Environment”** published in IBR, Volume 1, Issue 1, IFRSA Business Review.
- Paper titled **“Employee Branding - A Retention Mantra for 21-C”** published in NSB Management Review, NILM school of Business, Delhi.
- Paper titled **“Organizational Effectiveness in Globally Competitive Environment”** published in proceedings of national seminar organized by Amity Business School, Manesar.

Papers presented

- Presented a paper on **“ Green Marketing: a key to sustainability”** at national conference on “ emerging issues in green marketing ” organized by department of economics, commerce & management , Aggarwal college , faridabad
- Presented a paper on **“Employee Branding - A Retention Strategy”** at National HR summit on ‘HR in the era of global meltdown –Emerging Challenges’ organized by NIAM

Refresher Courses/ Faculty Development Programmes attended

- FDP on **Contemporary issues in management** organized by School of Management Studies, IP University, Delhi.
- Teachers Management Programme on **“Strategic Management”** organized by Indian Institute of Management, Bangalore
- 3 days EDP on **“Management of Software Solutions”** organized by Management Development Institute, Gurgaon
- 5-day training program on **“Certified Examiner for Quality Management”** for Ramakrishna Bajaj national quality award held in June 2007