



CV of Dr. Sharmila Sharan

Name: Dr. Sharmila Sharan

Designation: Senior Assistant Professor

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WA No:

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Sex: F

Date of Birth: 18-10-71

Educational Qualifications:

Sl. No.	Examination Passed	Year of passing	Board / Council / University	Specialization
1	HSLC/10 <sup>th</sup> Std.	1987	CBSE	
2	HSSLC/10+2 Std.	1989	CBSE	Humanities
3	Degree ( Sociology Hons.)	1994	Venkateshwara college, Delhi University	Sociology
4	Master's Degree (Management)	2015	Lovely Professional University, Jalandhar	Retail Management
•	• M. Phil.(Please Specif	_____	_____	_____

	y)			
6	Ph. D. (Management)	2019	Maharaja Vinayak Global University, Rajasthan	Management
7	Post-Doctoral (Please Specify)	_____	_____	_____
8	Others (Please Specify)	1993 1995  2001  2003	<ul style="list-style-type: none"> <li>• JD institute of Design</li> <li>• International Institute of Fashion Technology</li> <li>• All India Management Association (AIIMA) Delhi</li> <li>• National institute of Fashion technology (NIFT) Delhi</li> </ul>	Fashion Designing  Fashion Designing  Management of small-scale business/Industry  Retail Management

Languages known:

(Read, Write & Speak) - English, Hindi, Nepali.

Academic/ Administrative Experience:

**Academic Experience;**

Part-time/Visiting Faculty-6 years in Delhi

Regular full-time faculty

Worked as Associate Professor – Marketing Management with partners Siam University Thailand and as Associate Professor (Marketing) with Kathmandu University-Nepal, for 5 yrs. From 2015-2020 Simultaneously in Nepal.

worked as Associate Professor (Business Studies- Commerce & Management) in Royal Thimphu College (RTC) for three years since 2020-2023 in Bhutan.

**Administrative Experience;**

Research & Consultancy Projects: **Worked as Project Director** (BID) under Center for research excellence (CRE) division at Kathmandu College of Management to successfully complete market research consultancy projects, Operational supports projects and MDPs- management development programs/ staff training projects of industries and social enterprises. Students were involved in conducting those projects. (10 such projects done successfully)

**Industry Experience;** 21 years in Fashion and Life Style Product.

- [-] **Worked as Retail and Brand consultant (Market analyst & Strategist)** for garment companies in India for over **5 years**. Core area of consultancy work comprises- Market research, Product and market forecast, Production- operations solutions, Product processing analysis, new product development for the market (retail/exports), Fashion forecast for the Brand, Launching new brand / Extension of retail brands of Fashion & lifestyle products.
- [-] **Started my own start-up Enterprise company by name ‘Style Variation’ along with working as a Brand consultant**, majorly in formal and semi formals women’s wear category for Delhi and Kolkata Retail market and export to Indonesian market under my own Brand name ‘*Sharmila*’
- [-] Worked as **Head of the department Design and Merchandise** , for over **15 years**, on key assignments for top Indian Garment brands to look after **Merchandising, Procurement, Designing, Retailing, Branding, Export, Strategic marketing , Quality Assurance and Production Processing** in Indian and overseas markets .
- [-] Worked for key Retail brands, Eminent couture’ of India and known Global Brands which includes ‘**Amber**’- Division of **Ecru Clothing Pvt. Ltd** . Noida ,**JJ Valaya**Clothing Pvt. Ltd –New Delhi ,**Frontier Raas** and **Frontier Bazar** -New Delhi, **Frontier Heritage**(US&UK),**Mini’s**, **Study by Janak, Viraj Exports**(Tana Bana division) – New Delhi ,‘**Fasateen**’ by Zreena (Dubai), Zara, H&M, Mango and many top garment manufacturers & exporters such as Viraj Exports Pvt Ltd to handle Exports, Wholesale & Retailing in India as well as countries like **Canada, UK, US, Indonesia, Dubai, South Africa** etc. for Garments, Textile and lifestyle products.

List of Publications:

1. Sharmila S (2022) *Study of Influencers in Organized Retail on Consumer Shopping Preferences*, International Journal Vallis Aurea on the Portal of Scientific Journals of Croatia - HRČAK. SRCE - University of Zagreb- January 2022
2. Sharmila S, Jha V (2021) *Employee Performance in high stressed Indian garment industry : A study on design & production house - Style Variations in New Delhi (India)*, International Journal Vallis Aurea on the Portal of Scientific Journals of Croatia - HRČAK. SRCE -

University of Zagreb- July 2021

3. Sharmila S (2020) Analyzing Core Drivers of Societal Changes In ready to wear Garment Industry of India , International Journal Vallis Aurea on the Portal of Scientific Journals of Croatia - HRČAK. SRCE - University of Zagreb- January 2020
4. Sharmila S , Jha V (2018), *Incorporating societal changes in strategic Marketing, in changing business scenario of Asia* , International conference proceedings of CAMOT International Conference ,Savonlinna-Finland , September 2018
5. Sharmila S (2018), *Ethical synergy in new age business*, International Conference proceedings on Entrepreneurship, Innovation and Good Governance for Global leadership, Prestige Institute of Management and Research-Indore , Published by Bookwell Delhi( ISBN 978-93-86578-21-1), p118-129
6. Sharmila S ( 2018), *Customer perceived value and its impact on customer satisfaction and loyalty A study of ready to wear garment sector in New Delhi*, UGC approved International Journal of Management and Research Volume 10 , Number 3 (ISSN 0974-6080) , p84-93,
7. Sharmila S , Jha V (2017), *Elements of Customer engagement* published in conference proceeding of International Conference on “Advancements and Challenges In Social Sciences & Business Management – Interdisciplinary Research and Practice” by Research Development Association (RDA) in collaboration with the Rajasthan Chamber of Commerce & Industry,p98-72
8. Sharmila S , Jha V (2017), *Impacting brand preference factors on part of buyers : a study of cement market in Chhattisgarh (India)* , International Conference of Nepalese Academy of Management –Kathmandu on Knowledge Transfer and Transformation , p 32-37
9. Sharmila S (2017) , *Managing customer perceptual process and goodwill* , Conference proceedings of BABA International conference –Dhaka , p152-157
10. Sharmila S , Jha V (2016), *Managing Customer perception and perceived value* Conference proceedings of Indo-Canadian International Conference of Business and Psychology at Goa, p 162- 167

11. Sharmila S (2016), *Impact of societal Marketing in Product Branding, Development and Economic Viability of Ready to Wear Garments* , International Conference proceedings on Entrepreneurship, Innovation and Good Governance for Global leadership, Prestige Institute of Management and Research-Indore , Bookwell Delhi, p 160-174
12. Sharmila S (2016), 5<sup>th</sup> Driver of customer-marketer relationship : Engaging the customer. International Conference proceedings on *Quality Education, Entrepreneurship and Exemplary business practices*, Prestige Institute of Management and Research-Indore , Feb 2016 published by Excel books Delhi (ISBN 978-93-5062-628-3),p166-179
13. Sharmila S (2016), *Incorporating social changes in marketing strategies: The need of the day*. International Conference proceedings on *Quality Education, Entrepreneurship and Exemplary business practices*, Prestige Institute of Management and Research-Indore , Published by Excel books Delhi (ISBN 978-93-5062-628-3),p 103-111
14. Sharmila S (2015) ,*Creation of perceived customer value to edge past the competition” A study of competing major Cement Brands in India* . Lingayas Journal of Research (ISSN- 0975-569X ),p79-88
15. Sharmila S , Jha V (2014) ,*Reshaping organizations for tomorrow : study of Lingaya’s Institute of Engineering & Management*, Lingaya’s journal of Management and research (ISSN-0975-569X) ,p 56-59

#### **PAPERS UNDER REVIEW FOR PUBLICATION IN INTERNATIONAL JOURNALS**

- i. *Growing Significance of Value Based Business models*, Journal of Marketing Management (ABS listed Journal)
- ii. *Need for incorporating societal changes in strategic marketing : A case of Ready to Wear Garment market ,in India* , Journal of Strategic Marketing (ABS listed Journal)

#### **PUBLISHED MAGAZINE ARTICLES**

1. Sharmila S (2017), *Imparting Ability To Create Ethical Synergy In Budding Managers* (Education Management)- New Business Age -Kathmandu, November 2017, Issue 10, p48-51

2. Sharmila S (2017), *Sprouting Nepal garment industry: Nepalization of an influential Indian garment industry*. Biz Style –Kathmandu, September 2017,p20-21

## **CASE STUDIES**

1. Dr.Sharmila Sharan (2022) “*Wai-Wai” Nepal in Indian market : To fire on all cylinders* , New Perspective Journal of Business and Economics ISSN 2382-5404 ,Volume 4, Issue 1 p 26- 33(**Under publication**)
2. Dr. Shamila Sharan (2022) *Design thinking : Unleashing solutions to compelling business issues*. (**under review** at Prestige Institute of Management and Research-Indore for Fourteenth International Conference On “Rethinking Strategies for Leadership and Governance in Emerging Global Scenario’ 2022.

## Research Experience:

- Doctoral thesis guided : 2
- Guided over 80 student projects of Management studies in the streams of Entrepreneurship, start-up, marketing and retailing management.
- 8 years of experience in Coordinating –Industry Interface research projects and business Symposiums in Royal Thimphu College (Bhutan) and KCM(Nepal) and successfully completed consultancy and research projects .

## **CONSULTANCY PROJECTS**

- Market analysis for domestic and export possibilities of Nepal Pashmina board analyzing product development and market requirement based on market forecast for Japan and Germany buyers and Importers.
- Nepal government’s product exhibition show for buyers - Textile ministry entrepreneurial development program in collaboration with Namuna college of Fashion (Kathmandu)
- Competitor analysis for launching new media institute from Mumbai in Kathmandu
- Feasibility study of the new lubricant for machine engine oils to be launched in Nepal
- Market & stakeholder analysis for developing courier service application software (App) for iTechnologies Thimphu

- Market mapping of Samuh media –the first OTT platform of Bhutan for value additions
- Distribution channel analysis of Zala pvt. Ltd to provide solutions to have competitive advantage.
- Consumer study on the scope of Bio Bhutan Pvt. Ltd in Domestic market.

#### **INDUSTRY PROJECTS;**

- o Worked as the lead trainer for Pashmina entrepreneurs’ program and small- scale industries of Nepal for 3 months. Market forecast analysis for domestic and export possibilities of Nepal Pashmina board analysing the product development and market requirement based on market forecast for France.
- o Founded own-brand, Style Variation under the label Sharmila Sharan, an Indo- fusion high-end Coutre and Kebaya brand. Also ran manufacturing and design studio for Indian and Indonesian market being the core supplier to Satvik by Anil Sonthalia (Kolkata) and Sonayna by Devain Kapoor (Indonesia).
- o Worked as Design Consultant and Merchandise Analyst for Mini’s Brand by Mini Singh for her Pret’ line stores in Delhi and Mumbai, Utkrisht Vartika Fashions.
- o Launched a new Brand ‘Ra Fashion’ by Meeru & Anil Soni, Bhairav Embro Designs, for his semi formal brand, Delhi
- o Worked as Fashion consultant and Production & Design Process Consultant for ‘Anant Fashions by Seema Jain, Anant Ethnic Wears, Delhi
- o Worked as a Brand consultant for ‘Rabaana Fashion’ by Basant & Sweta, Delhi
- o Worked as a Women’s wear fashion consultant for ‘Study by Janak’ in Delhi.
- o Worked as Head Designer and Market Analyst for ‘Nazakat’ by Sanjay Ahuja and Launched new Brand ‘RARO House of Fashion’ by ‘Nazakat Design Heritage’ Delhi. Also Organized a Launch Fashion show for the same.
- o Worked as Design Consultant to Brand ‘Silhouettes’ by Amit Arora and organized collection launch show in ‘Bridal Asia show’ in Delhi and Canada.
- o Worked as Designer and Embroidery developer for Meena Mehra Couture’s Pret line.
- o Worked as Designer and Brand consultant to ‘Raa design’ by Manish Ahuja for Delhi and Canada Market.
- o Worked as a Designer for Seasons Mumbai, Santacruz West for Gowns and Pret collection, Mumbai

#### **MDPs**

- Foundation course for executives in marketing and retailing (Chaudhary group-Kathmandu)
- Deliverable personality development for professionals\*- (Himalayan Breweries Kathmandu)
- Basic understanding on Retailing and Retail management -(Chaudhary group and Bhat-Bhateni Kathmandu)
- Fundamentals of SCM(Chaudhary group Kathmandu)

**VALUE ADDED (SKILL ENHANCEMENT) COURSES CONDUCTED**

Designed & developed industry-oriented value added courses and conducted workshops sessions and short-term input program on the following Major areas, for students:

- Article writing, Report writing,
- Personality Development,
- Design thinking and management,
- Design thinking and entrepreneurship,
- Start-up Management and innovation,
- Market research for retail business,
- Sustainability in business,
- Business idea and entrepreneurship
- Market forecast and feasibility study

Membership of Professional bodies: Life member of Eudoxia Research center and University USA.

Award, Fellowship & Recognition:



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( Dr. Sharmila Sharan)

Date: 21.3.23