

## Kumaun University, Nainital

### Curriculum Vitae

---

Name : Dr. Pooja Joshi  
Designation : Assistant Professor (Guest Faculty)  
Department : Commerce  
Contact Information  
• Email Address : pooja.mvmtakula@gmail.com  
• Mobile No : 8532081994  
LinkedIn Profile (Optional) : NA  
ORCID ID : NA  
Scopus ID : NA  
Vidwan ID : NA

#### Educational Qualification

Degree	University	Subjects	Year
PhD	Kumaun University	Commerce	2023
M.com	Kumaun University	Commerce	2016
B.com	Kumaun University	Commerce	2014
Intermediate	U.K. Board	Arts	2011
High School	U.K. Board	Arts	2009

#### Work Experience

Position	Department	University/Organization	Year
Guest Faculty	Commerce	Kumaun University	2 years

#### Administrative Responsibilities

Position	Nature of responsibility	University/Organization	Year
NA			
NA			
NA			

#### Research Interests

(List your research interests and areas of expertise in 1-3 lines)

My research interest lies in the field of direct selling, with a particular focus on network marketing.

**Publications (start from recent publications)**

## a) Research Papers

Authors name	Title of the paper	Journal, vol, page no	Year
Dr. Mamta Joshi Dr. Pooja Joshi	The Future of Homestays: A study on Opportunity and Challenges in the State of Himachal Pradesh	International Journal of Research Culture Society Volume -08, Page No- 138-145	2024
Dr. Arati Pant Dr. Mamta Joshi Dr. Pooja Joshi Ms. Subia Naaz	A study of present Scenario of Women Participation in the Tea Industry in Shyamkhet, Nainital,	International Journal of Tea Science Volume- 16 Page No- 27-32	2023
Dr. Pooja Joshi	Role of various factors and Interventions in harnessing and facilitating the growth and success of womenpreneurs in Network Marketing	International Scientific Journal of Engineering and Management Volume- 02 Page No- 01-11	2023
Pooja Joshi Dr. Arati Pant	Role of Network Marketing in the Ascend of Women Empowerment in India: An Empirical Study in Uttarakhand	International Journal of Advance and Innovative Research (IJAIR) Volume-10 Page No- 43-48	2023
Pooja Joshi Dr. Arati Pant	A Study of Consumer Perspective Towards Network Marketing: A Comparative Study & Ranking Predictions of Modicare & Vestige	Vidyawarta Volume- 03 Page No- 36-42	2023
Pooja Joshi Dr. Arati Pant	Comparative Analysis of Network Marketing Companies in Nainital District, Uttarakhand: A Study of Modicare, Amway and Vestige	International Journal of Research and Analytical Reviews (IJRAR) Volume- 09	2022

b) Patents (start from recent publications)

Authors name	Title of the patent	Patent no (Granted or filed)	Year
NA			
NA			
NA			

c) Books (start from recent publications)

Authors name	Title of the book	Publisher	ISBN	Year
NA				
NA				
NA				

d) Book chapters (start from recent publications)

Authors name	Title of the book	Publisher	ISBN	Year
Dr. Arati Pant Dr. Mamta Joshi Dr. Pooja Joshi	Sustainable Development: Health and wellness of women & Girl Child ( A Case study of ICDS in Nainital District),	Shri Vinayak Publication,	ISBN-978-93-91267-84-1,	2023
Pooja Joshi Dr. Arati Pant	Fostering women Empowerment in India- An analysis of Development Schemes and Programmes,	Kunal books,	ISBN-978-93-95651-99-8	2023
Dr. Arati Pant Pooja Joshi	Impact of Covid-19 on Education System of India	Jagdamba Publishing Company	ISBN-978-93-85437-30-4	2021

e) Conference Publications/Proceedings (start from recent publications)

Authors name	Title of the paper	Conference name	Year
Pooja Joshi Dr. Arati Pant	Role of Network Marketing in the Ascend of Women Empowerment in India: An Empirical Study in Uttarakhand	3 <sup>rd</sup> International Conference on Global Issues in Multidisciplinary Academic Research	2023
Pooja Joshi Dr. Arati Pant	Fostering women empowerment in India: An analysis of development	Two- Day National Seminar on Social and Economic Status of Women in Uttarakhand	2023

	schemes and programs		

### Projects

Title of the project	Funding agency	Amount (Rs)	Year
NA			

### Teaching details

Name of the course/paper	Department	University	Year
B.com and M.com	Commerce	Kumaun University	2022 to 2024 till date

### Professional Memberships

Organization	Position	Year
NA		
NA		
NA		

R

### Honours and Awards

Award	Awarding Organization	Year
NA		

### Conference Presentations

Title of presentation	Conference name	Name of the institution	Year
Role of Network Marketing in the Ascend of Women Empowerment in India: An Empirical Study in Uttarakhand	3 <sup>rd</sup> International Conference on Global Issues in Multidisciplinary Academic Research	Rajabhat Maha Sarakham University, Thailand	2023

Fostering women empowerment in India: An analysis of development schemes and programs	Two- Day National Seminar on Social and Economic Status of Women in Uttarakhand	Govt. PG College Berinag Uttarakhand	2023
Network Marketing: A Road map towards successful Women Entrepreneurship	Two- Day National Seminar- Opportunities and Challenges of Entrepreneurship in Hilly Areas	Govt. PG College Berinag Uttarakhand	2022

Dr. Pooja Joshi

**Signature of the faculty member**