

Kumaun University, Nainital

Curriculum Vitae

Name : Ms. Ritisha Sharma
Designation : Assistant Professor (Guest)
Department : Department of Commerce
Contact Information
• Email Address : riti2412.sharma@gmail.com
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Educational Qualification

Degree	University	Subjects	Year
UGC-NET (98.12) percentile	UGC	COMMERCE	2023
Ph.D. (pursuing)	Kumaun University	COMMERCE	2022- present
M.COM (78.33%)	Kumaun University	COMMERCE	2021
B.COM (84.55%)	University of Delhi	COMMERCE	2019
Class 12 th (97.5%)	CBSE	Accountancy, Business Studies, Economics, Physical Education, English	2016
Class 10 TH (10 CGPA)	CBSE	Hindi, English, Maths, Science, Social Studies, Computer	2014

Work Experience

Position	Department	University/Organization	Year
Assistant Professor (Guest)	Department of Commerce	Kumaun University, Nainital	2023

Research Interests

My research interests and areas of expertise lie in Marketing Management and Entrepreneurship, with a particular focus on Niche Tourism. I am currently pursuing research that delves into the prospects and challenges of Niche Tourism- products and services with special reference to the Kumaun hills of Uttarakhand.

Publications

Research Papers

Authors name	Title of the paper	Vol, page no	Year
Ritisha Sharma & Dr. Vijay Kumar	The Impact of Digital Marketing Strategies on Promoting Niche Tourism Destinations: A	ISSN- 0976-2183 International Journal of Research in Commerce and Management	2023

	Special Reference to Uttarakhand		
Ritisha Sharma & Dr. Vijay Kumar	Recent Development and Challenges in the Indian Economy	ISSN- 2231-4245 International Journal of Research in Commerce, Economics & Management	2022

a) Book chapters (start from recent publications)

Authors name	Title of the book	Publisher	ISBN	Year
Ritisha Sharma & Dr. Vijay Kumar	Digital Business Operation and Sustainability	Under Process	Under Process	2024
Ritisha Sharma & Dr. Vijay Kumar	Greh Pravas Paryatan aivam Bhartiya Himalaya shetra mein Satat vikaas	Indu Book Service Pvt. Ltd, New Delhi 2023	978-81-19907-94-6	2023
Ritisha Sharma & Dr. Vijay Kumar	Women Empowerment in Uttarakhand	Indu Book Service Pvt. Ltd, New Delhi 2023	978-93-95651-99-8	2023

b) Conference Publications/Proceedings

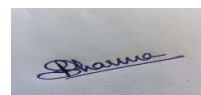
Authors name	Title of the paper	Conference Name	Year
Ritisha Sharma & Dr. Vijay Kumar	Sustainable Tourism as a Catalyst for Economic Upliftment among Himalayan Tribal Communities: A Case Study of Uttarakhand	Sustainable Tourism as a Catalyst for Economic Upliftment among Himalayan Tribal Communities: A Case Study of Uttarakhand	2023
Ritisha Sharma & Dr. Vijay Kumar	Digital Transformation: Reshaping Work Culture in the Information Age	Digital Business Operation and Sustainability	2023
Ritisha Sharma & Dr. Vijay Kumar	Women empowerment through their participation in tourism industry of Uttarakhand: A special focus on Homestays	Women Empowerment in Uttarakhand	2023

Teaching details

Name of the course/paper	Department	University	Year
Business Communication	Department of Commerce	Kumaun University, Nainital	2023
Business Environment	Department of Commerce	Kumaun University, Nainital	2023
Digital Marketing	Department of Commerce	Kumaun University, Nainital	2023
Fundamentals of Marketing	Department of Commerce	Kumaun University, Nainital	2024
Organizational Behaviour	Department of Commerce	Kumaun University, Nainital	2024
Financial Literacy	Department of Commerce	Kumaun University, Nainital	2024

Conference Presentations (add row if required)

Title of presentation	Conference Name	Name of the institution	Year
Sustainable Tourism as a Catalyst for Economic Upliftment among Himalayan Tribal Communities: A Case Study of Uttarakhand	Sustainable Tourism as a Catalyst for Economic Upliftment among Himalayan Tribal Communities: A Case Study of Uttarakhand	DSB Campus, Nainital	2023
Digital Transformation: Reshaping Work Culture in the Information Age	Digital Business Operation and Sustainability	SSJDWSSS Government PG College, Ranikhet, Almora	2023

**Signature of the faculty member**