

## Kumaun University, Nainital

### Curriculum Vitae

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Name : Dr. Vaishali Bisht  
Designation : Assistant Professor  
Department : IPSDR

#### Contact Information

- Email Address : bisht.vaishali11@gmail.com
- Mobile No : 8006304124

LinkedIn Profile (Optional) :

ORCID ID :

Scopus ID :

Vidwan ID :

#### Educational Qualification

Degree	University	Subjects	Year
B.Com	Kumaun		2007
MBA	Amity	International Business	2009
Ph.D	Kumaun	Management	2021

#### Work Experience

Position	Department	University/Organization	Year
Assistant Professor	IPS DR	Kumaun University	2012

#### Administrative Responsibilities: N/A

Position	Nature of responsibility	University/Organization	Year

#### Research Interests

Customer Relationship Management.  
Brand Awareness and Management

#### Publications Research Papers

Authors name	Title of the paper	Journal, Vol, page no	Year
Dr.Amanjeet Singh Sethi, Dr. Vaishali Bisht	Marvels of Advertising: Tales of Triumph of the most buzzing advertising words	"Journal of Contemporary Issues in Business and Government " Vol. 29, pp. 679-687 P-ISSN: 2204-1990	2023

	in 2022.	E-ISSN: 1323-6903	
Dr.Amanjeet Singh Sethi, Dr. Vaishali Bisht	Moonlight Policy: A Paradigm of Innovative HR Strategy in Corporate World	"International Journal of Science Academic Research" Vol. 03 ISSN:2582-6425	2022
Dr. Vaishali Bisht, Prof. L.K.Singh	A comparative analysis of public, private & cooperative sector banks in Kumaun region, Uttarakhand: An empirical study	"International Journal of Research and Analytical Reviews" Vol. 09, pp. 13-16 ISSN: 2348-5138	2022
Dr. Vaishali Bisht, Prof. L.K.Singh	A study on customers perception towards customer relationship management practices in public sector banks in Nainital district	Design Engineering ISSN: 0011-93420	2021

a) Patents (start from recent publications): **N/A**

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

b) Books (start from recent publications) **N/A**

Authors name	Title of the book	Publisher	ISBN	Year

c) Book chapters (start from recent publications): **N/A**

Authors name	Title of the book	Publisher	ISBN	Year

d) Conference Publications/Proceedings (start from recent publications): **N/A**

Authors name	Title of the paper	Conference name	Year

**Projects: N/A**

Title of the project	Funding agency	Amount (Rs)	Year

**Teaching details**

Name of the course/paper	Department	University	Year
MBA (RMED)	IPSDR	Kumaun University	2012-
MBA (Executive)			
BBA			

**Professional Memberships: N/A**

Organization	Position	Year

**Honours and Awards: N/A**

Award	Awarding Organization	Year

**Conference Presentations :**

Title of presentation	Conference name	Name of the institution	Year

**Signature of the faculty member**