



Name: Mrs. Priti Rai

Designation: Assistant Professor

Department: MBA

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Email: raipriti2001@gmail.com

Qualifications: MBA, Ph.D. pursuing

Experience:12 years

Area of Interest: Human Resource and Marketing

Publication:01

Book/Book Chapter:

Patent:

Sponsored Projects:

Consultancy:

CV

Priti Rai

Assistant Prof.

Department of MBA

ASHOKA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, VARANASI

CAREER OBJECTIVE:

To work in a dynamic organization and utilize the opportunities in an innovative way which enhance knowledge, management skill sets and exposure in business administration in my core area.

WORK EXPERIENCE

- ❖ *Working as Assistant Professor (MBA) at Ashoka Institute of Technology and Management, Varanasi from February 2014 to till date.*
- ❖ **2 Year Experience Assit .Professor in K.H.B.S.Institute of Management Jaunpur**

Responsibilities:

- Contribute to the development strategies of the department.
- Engage in external academic activities in accordance with the department's requirement.
- Engage in teaching at all levels using relevant teaching methods, e.g. lectures, seminars, tutorials, working as part of the teaching team.
- Develop and apply appropriate teaching techniques and materials, which may be novel or innovative, which create interest, understanding and enthusiasm amongst students.
- Supervise MBA student projects, dissertations and, where appropriate, placements and field trips.
- Take responsibility for academic duties (i.e. setting examination questions, marking, invigilation and pastoral support of students) required to sustain the delivery of high quality teaching.
- Contribute to the efficient management and administration of the department by performing administrative/departmental duties as allocated by the Dean or Head of Group.

SUBJECTS TAUGHT

- Managing Organization.
- Business law
- Performance and reward Management
- Digital marketing
- Entrepreneurship development

- Talent management
- Research methodology
- Marketing and Management

ACADEMIC BACKGROUND

- UGC (NET) qualified in 2017
- Ph.D Pursuing (TOPIC- A Study on institutional arrangements of disaster management in Varanasi District Uttar Pradesh)
- M.B.A (Finance AND HR) from V.B.S.Purvanchal University Jaunpur.
- B.Sc From Shibli National P.G College Azamgarh
- Intermediate from U.P. Board Allahabad.
- High school from U.P. Board Allahabad.

PROFESSIONAL SYNOPSIS

- A considerable experience in the education sector both as an **Assistant Prof. and coordinator**
- A proven record of supporting, coaching and training staff and students to achieve goals.
- Establishing and maintaining positive relationships with fellow professionals and parents.
- Excellent written and verbal communication skills, with the ability to communicate subject material to students of mixed abilities and backgrounds.

COMPUTER INTELLECT

- Good hand on Internet, Microsoft office (Word, PowerPoint & Excel)
- Programming Languages : Visual basic(6.0), C++, HTML,
- Operating Systems : Windows, Linux.
- **‘O’ level and CCC** from Doeacc society

Achievements

- Awarded Certificate for Organizing **Tech Fest (Management Ensemble 2014 & 2015)** in ABHYUDAY 2014 & 2015 fest, at ASHOKA INSTITUTE OF TECHNOLOGY AND MANAGEMENT.

- Awarded Certificate for Coordinating “**FASHION SHOW “IN ABHYUDAY 2014, 2015 & 2016** Cultural fest, at ASHOKA INSTITUTE OF TECHNOLOGY AND MANAGEMENT.
- Organized EDP program for faculty and students.
- Active participation in cultural activities..
- Awarded certificate for coordinating ‘**POSTER MAKING PRESENTATION IN 2015,2016,2017** Cultural fest at **ASHOKA INSTITUTE OF TECHNOLOGY AND MANAGEMENT**
- Attended a seminar on **Total Quality & Management** organized by ASHOKA College Varanasi.
- Participating in the knowledge sharing program on ‘**Enhancing Experiential Learning in Teaching through Innovative Methods in Management** ‘organized by **ICFAI Group**.
- Participated in the knowledge sharing program on “**Perspective of Modern Teaching & Use of Case Studies through Experimental Learning** “at AITM VARANASI.
- Attended five days FDP on **OUTCOME BASED EDUCATION**. Organized by ASHOKA College Varanasi.
- Attended seven days FDP on **Learner to become tomorrow’s leader to face global challenges** Organized by **MS Ramaiah Institute Of Technology**
- Attended seven days FDP on **social enterprise management** organized by **Banaras Hindu University**.

Conference

Participated 2 days National conference emerging trend in science and technology

Publication:

Paper published in **National conference ETSTM** “Management lessons from Digital marketing”

Personal Information:

Father’s Name	: Lt. Ram Ugrah Rai
Date of birth	: 10 th July 1987
Language proficiency	: English & Hindi
Marital status	: Married
Gender	: Female
Nationality	: Indian

Declaration

I hereby declare that all the above given information is true to best of my knowledge and belief.

Place: -Varanasi

(Priti Rai)