

Brief Profile

Name	: Dr. Vaishali Goel
Date of Birth	: 07-02-1976
Educational Qualification	
• <i>Ph.D.</i>	: Gurukul Knagari University, Haridwar (Organizational Behaviour)
• <i>MBA</i>	: CCS University, Meerut
• <i>B.Sc.</i>	: CCS University, Meerut
Work Experience	
• <i>Teaching</i>	: 17 years
E-mail ID	: Vaishali.goel@miet.ac.in
Contact No.	: +91-9412619853
Area of Interest	: Marketing
Teaching	
• <i>Subjects Taught at PG Level</i>	: Marketing Management, Marketing of Services, Consumer Behavior, Customer Relationship Management & Retail Management.
Research Guidance	
• <i>MBA</i>	: 150
Research Publications	
• <i>Journals</i>	: 10
• <i>Conferences</i>	: 8
No. of National/International Conferences attended/ Paper Presented	: 8
No. of Conferences Organized	: 2
STC/FDP/Seminars/Workshops Organized	: 2
STC/FDP/Summer/Winter Schools/Workshops /Seminars attended	: 1

LIST OF PUBLICATIONS

Journal:

- [1] Goel Vaishali, "Knowledge Management-Case Study of AMWAY" in Atambodh a reputed journal of Rajarshi School on Management and Technology U.P. College, Varanasi.
- [2] Goel Vaishali, "Stress Management in Relation to Level of Emotional Intelligence among Faculties of self Financed Professional Institutes" in JIM Quest a reputed journal of Jaipuria Institute of Management, Ghaziabad.
- [3] Goel Vaishali, "Value Addition in Mobile Services "In reference to MMS" in Journal of Commerce & Trade Vol. 4 No. 2 October 2008-09. ISSN 0973-4503, RNI Delhi UPENG 2006/17831.
- [4] Goel Vaishali, "Knowledge Management in Education Sector: An Empirical Investigation" in Double-Blind Peer Reviewed International Journal of Economics and Social Sciences, Vol. 3, issue 5, May 2013 at Page No. 12-21. ISSN No. 2249-7382 Listed in: Ulrich's Periodicals Directory, USA & Cabell's Directory of publishing Opportunities, Texas.
- [5] Goel Vaishali, "FDI- An opportunity for Indian retailing" in AICTE Sponsored National Seminar on Fostering Growth through FDI- Opportunities and Challenges, 18th Jan, 2014, Page No. 92-96, at Dewan V.S. Institute of Management, Meerut. (Proceedings ISBN: 978-93-5156-238-2).
- [6] Goel Vaishali, "Make in India: For accelerating MSME Growth & Innovations" in international seminar held at NIESBUD on 10-11 January 2015.
- [7] Goel Vaishali, "CRM: A Winning Approach for Tourism Sector" in International Journal of Engineering and Management Research, Volume-5, Issue-2, April-2015 at Page No. 321-325. ISSN No: 2250-0758.
- [8] Goel Vaishali, "International Journal Of Research in Management & Social Science", Vol – 3, Issue 1(VII) with ISSN – 2322-0899 & impact Factor – 1.142; titled as "Competency Mapping – Necessity for Employees as well as employers" in April 2015.
- [9] Goel Vaishali, (2015)"Talent Management – Retaining the best talent in organisation and matching the needs of employers and employees" on 20th & 21st August 2015.
- [10] Goel Vaishali, IMRA – IIM Bangalore 2015 International Conference on 16th – 18th December 2015, titled as "Motivation: It's Influence on Work in Management Graduates".

Conferences:

- [1] Goel Vaishali, "Knowledge Management - A Mantra of Success" seminar held at INMANTEC.
- [2] Goel Vaishali, "Impact of Socio-Demographic Factors and Marketing Strategies on Tourism in India" seminar held at IIM-K.
- [3] Goel Vaishali, "Role of Media in Coaching Institutes" in seminar held at M. L. Sukhadia University, Udaipur on 18th-19th September 2003.
- [4] Goel Vaishali, "Media and Human Development" in seminar held at Rajasthan University, Jaipur on 21st October 2003.
- [5] Goel Vaishali, "Corporate Social Responsibility Practices and Strategies towards Sustainable Development" in seminar held at Gurukul Kangri University, Haridwar on 10-11th September 2007.
- [6] Goel Vaishali, "Parent Child Influence on Decision Making" in seminar held at Institute of Technology and Science.
- [7] Goel Vaishali, "Consumer Protection: A Corporate Social Responsibility" in seminar held at Meerut Institute of Engineering and Technology on 7-8th March 2008.
- [8] Goel Vaishali, "TQM in Pedagogy" in seminar held at Meerut Institute of Engineering and Technology on 27th May 2008.

