

CV

NAME DR SEEMA RATHEE
DESIGNATION ASSISTANT PROFESSOR
ORGANISATION DEPARTMENT OF COMMERCE, M D
UNIVERSITY, ROHTAK-124001
HARYANA
FATHER'S NAME SH. JAISINGH
DATE OF BIRTH 1/01/1981



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rathee.seema@rediffmail.com **ACADEMIC QUALIFICATIONS:**

B.COM PASSED IN THE YEAR 2001 FROM THE I C COLLEGE, M D
UNIVERSITY, ROHTAK IN FIRST DIVISION (61.72%)

M.COM PASSED IN THE YEAR 2003 FROM THE M D UNIVERSITY,
ROHTAK IN FIRST DIVISION (60.02%)

PH D COMPLETED IN THE YEAR 2009 FROM M D UNIVERSITY,
ROHTAK ON THE SUBJECT "RURAL MARKETING IN
HARYANA: CHALLENGES, OPPORTUNITIES AND
STRATEGIES"

**TOTAL TEACHING POST GRADUATION: 9 YEARS
EXPERIENCE:**

**EXPERIENCE OF : M PHIL DISSERTATION: 6 CITIDTNC
RESEARCH : PH D THESIES IN PROGRESS:4**

Research papers published in Journals or Conference proceedings

Sr. No	Title with name of author(s) as appearing in the publication	Journal, Volume, Year, Page Numbers	Whether refereed/ conference proceeding	ISSN/I SBN No
1.	An Analytical Study on Rural Marketing for Consumer Durables in Haryana Dr. Seema Rathee	Proceeding of National Seminar on Emerging Issues in Commerce	Conference Proceeding	ISBN 978-9380 63 3

Sr. No	Title with name of author(s) as appearing in the publication	Journal, Volume, Year, Page Numbers	Whether refereed/ conference proceeding	ISSN/ SBN No
2.	Rural Marketing: A Conceptual Framework Dr. Seema Rathee and Jitender Kumar	Indian Journal of Applied Research, Volume 3, Issue 9, Sep. 2013 pp. 22-24	Refereed Journal with Impact Factor 0.8215	
3	Commerce Education in Globalised Era: Challenges and Opportunities Professor Narender Kumar, Dr. Seema Rathee and Jitender Kumar	Research Revolution, Vol.1, Issue No.II, August 2013 pp.22-23.	Refereed & Indexed	ISSN 2319-300x
4	Rural Market and Its Challenges-A Case of Rural Marketing in Haryana Dr. Seema Rathee and Jitender Kumar	Internatinal Journal of Techno-Management & Research, Vol.1, Issue 2, Sep.2013, pp.1-11	Non-Referred but reputable Journal	ISSN 2321-3744
5.	Rural Marketing Environment : A Conceptual Framework Dr. Seema Rathee and Jitender Kumar	Asia Pacific Journal of Marketing Management Review Vol.2, Issue 9, Sep. 2013,pp64-74.	Refereed Journal	
6	Rural Marketing : A Review Paper Dr. Seema Rathee and Jitender Kumar	Research Revolution, Vol.1, Issue No.1 1, August 2013	Refereed & Indexed	ISSN 2319-300x
7	Rural Marketing Prospects : A Case Study of Haryana Professor Narender Kumar and Dr. Seema Rathee	Proceedings of National Conference on Business and Management 7-8 Feb. 2013, HSB, Hisar	Conference Proceeding	ISBN: 978-93-81505-54-0
8	Rural Marketing Strategies : A Case of Rural Marketing in Haryana Professor Narender Kumar and Dr. Seema Rathee	IIM Journal, IQRA International Management Journal, Vol.2, Issue No. 1, June 2013, pp.143-151.	Refereed Journal	
9	An Analytical Study of the Impact of Balance of Payment on Indian Stock Market Professor Narender Kumar and Dr. Seema Rathee	Pacific Business Review International, Vol.8, Issue No. 6, December 2015.	Impact Factor(SJIF): 4.029	ISSN: 0974-438x
10	Challenges of Rural Marketing in Haryana Dr. Seema Rathee	Economic Challenges, Vol.12, Issue No. 46, Jan.-March 2010.	Refereed Journal	ISSN: 0975-1351
11	Recent Facets of Consumer Behaviour in Haryana: A Case of	HSB Research Review, Vol.1, Issue No. 1,	Refereed Journal	ISSN: 0976-

Sr. No	Title with name of author(s) as appearing in the publication	Journal, Volume, Year, Page Numbers	Whether refereed/ conference proceeding	ISSN/I SBN No
	Rural Market Professor Narender Kumar and Dr. Seema Rathee	Jan.- June 2010,		1179

Refresher Course, methodology workshops, Training, Teaching-Learning-Evaluation Technology Programmes, Soft skills development Programmes, faculty Development Programmes

Sr No	Programme	Duration	Organized by
1	Refresher Course in Commerce	Three Week refresher Course 11 th Nov 2014 to 1 st Dec 2014	B P S Mahila Vishwavidyalya Khanpur Kalan, Sonapat
2	Participation in the Orientation Course	Four Week (14 th June - 11th July) 2013	B P S Mahila Vishwavidyalya Khanpur Kalan, Sonapat

Participation and Papers presented in Conferences/ Seminars/ Workshop/ Symposia etc.

Sr. No	Title of the paper presented	Presented by	Title of the Conference/ Seminar etc & Organizer	Date (s) of the event	International National/ State level	published in proceedings
1.	Corporate Social Responsibility: A Conceptual Study	Dr. Seema Rathe	67 th All India Commerce Conference, KIIT University Bhubaneswar	27-29 th Dec. 2014	International	NA
2.	E-finance : Opportunities and Challenges to India's Financial Landscape	Dr. Seema Rathe	66 th All India Commerce Conference, Bangalore University, Bangalore	5-7 th Dec. 2013	National	NA
3.	Insurance Sector: A Conceptual Study	Dr. Seema Rathe	67 th All India Commerce Conference, KIIT University Bhubaneswar	27-29 th Dec. 2014	National	NA
4.	Review of Indian Insurance Sector: A Conceptual Study	Dr. Seema Rathe	67 th All India Commerce Conference, KIIT University Bhubaneswar	27-29 th Dec. 2014	National	NA
5.	Agreement of Textile Industry : Indian Perspective	Dr. Seema Rathe	National Seminar on Wto and Global Economic System, Faculty of Commerce, M.D.U	24-25 th March	National	NA

		e	Rohtak	2014		
6.	Declining Sex Ratio in Haryana and its Social Consequences	Dr. Seema Rathe	ICSSR Sponsored National Seminar on Economic Reforms and Haryana Economy	26 th March, 2014	Natio nal	NA
7.	Employer Branding for Sustainable Growth of Organisation	Dr. Seema Rathe	National Seminar on Emerging Issues in Commerce and Managemnt, Gaur Brahman Degree College, M.D.U., Rohtak	29-30 th March, 2014	Natio nal	NA
8.	India"s Trade Facilitation Reforms and ICT Nexus: A Critique	Dr. Seema Rathe	National Seminar on Emerging Issues, GCW, Rohtak	9 th March, 2014	Natio nal	NA
9.	A Study on Conceptual Framework of Online Advertising	Dr. Seema Rathe	National Conference on Emerging Trends in Management, IMSAR, MDU	28 th February, 2014	Natio nal	NA
10.	Rural Market and its Challenges	Dr. Seema Rathe	National Conference on Managing Growth in the Era of Global Pressures	5 th Feb, 2014	Natio nal	NA
11.	Existing Status of Corruption in Haryana	Dr. Seema Rathe	Regional Seminar on Corruption and lokpal in North-Western Region of India	27-28 th Feb, 2012	Natio nal	NA

Invited for conferences/seminars/workshops/symposia to deliver lectures/Chair sessions

Sr N O	Whether Lecture delivered / Academi c Session Chaired	Title of the Lecture delivered	Title of Conference/ Seminar etc.	Date (s) of the event	Organizer	Whether Internati onal National / State / level
1	Delivere d a Lecture	Willcoxon Sign Rank Test	ICSSR Sponsored Ten Days Research Methodology Programme	March 14-23, 2015	Department of Commerce, MDU Rohtak	National
2	Delivere d a Lecture	Scaling & Non Parametric Tests	Seven Days Research Methodology Programme	April 23-29, 2015	Department of Economics, MDU Rohtak	National
3	Delivere d a	Multiple Regression	Seven Days Research	April 24-29,	Department of Political	National

	Lecture		Methodology Programme	2015	Science, MDU Rohtak	
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ADMINISTRATIVE EXPERIENCE AND POSITIONS :OTHER IMPORTANT

(A) MEMBER ACADEMIC COUNCIL OF MAHARSHI DAYANAND UNIVERSITY, ROHTAK. : This is the highest body of the University in the Academic Matters. All academic matters whatsoever shall be routed through this body.

(B) MEMBER P G BOARD OF STUDIES IN COMMERCE: All the post graduate courses in the Faculty of Commerce need to be taken in the P G Board of Studies. They include the designing of the new courses, designing of the syllabuses for the courses, modifications in the courses, appointment of the examiners for various courses including examiners for Ph D and M. Phil dissertations.

(C) MEMBER U G BOARD OF STUDIES IN COMMERCE: All the decisions pertaining to the Under Graduate Courses in the Faculty of Commerce are taken in this Board. They include the designing of the new courses, designing of the syllabuses for the courses, modifications in the courses, appointment of the examiners for various courses.

(D) MEMBER FACULTY (BOARD) IN COMMERCE: This Board is concerned with the coordination of various courses and evaluation and examination of the decisions taken in the P G Board of Studies and U G Board of Studies

(E) REPRESENTED ON VARIOUS COMMITTEES OF THE UNIVERSITY IN VARIOUS CAPACITIES. : These committees include : Inspection Committee, Discipline Committee, Organizing Committee.