

Dr. Nilima Thakur

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Specialization	Finance & Systems
Designation	Assistant Professor
Educational Qualification	Ph.D.(Mgmt), MBA(Fin & Systems), M.A (Eco.)B.Sc(Maths.) HDSE(Higher Diploma In Software Engineering from APTECH
Experience	Teaching : 13 Industry : 2
Research Interest	Exploratory and Empirical study of technological advancements in business and General Management, Industry -academia Bridge Gap, Marketing Perspective in global revolution etc.
Membership of Professional / Academic Bodies	NCC-IP UGC- AICTE National Committee
Research Publications	Research Publications –Total -6 <ul style="list-style-type: none">● Thakur.Nilima.,Chopra.Anu, Kansal.Parnika (June 2022),Title: “Impact of Artificial Intelligence on Apparel sector : Review study of Amplified Intelligence in H&M”. ISSN 2278-4632 Impact Factor 6.625 Published in JUNI KHYAT Peer Reviewed and UGC CARE G-1listed Journal.● Thakur.Nilima, Diwan.Priya (Sept 2020),Title: “The Changing Scenario of Business Ecosystem in Virtual World”, P-ISSN2321-4643 Vol 8 Sept 2020 Published in SHANLAX International Journal of Management.● Thakur.Nilima, Diwan.Priya (Jun 2020), Title: “An exploratory study on Prospective Collision of Experiential Marketing and Artificial Intelligence for Indian Economy”published in John Foundation Journal of Eduspark IJMS Vol 2 Issue 2 Apr-Jun2020.● Thakur Nilima, Prof. Chetali Aggarwal(2018),Title: “Impact of Globalization & Governance on Human Capital” ISBN:978-93-5311-613-2,Under Globalization & Governance :A Management Perspective.● Thakur Nilima, Prof. Ravindra Kumar(2017), Title: “Technological revolution in Business: Challenges & Opportunities” International Conference TRIBES ISSN: 2319-684X Vol 5 Issue 1 Jun 2017● Thakur Nilima, Prof. Ravindra Kumar(2016), Title: “Industry Academia Skill Gap(2014-17) :Corporate Social Responsibility on Era of Skill Development: Inspire, Innovate and Integrate National Seminar

Books/Books Chapter/Review	<ul style="list-style-type: none"> ● Chapter Publication Title “ Experiential Marketing” in Book Titled, “Contemporary Issues in Management & Psychology” ISBN:97893, KAAV Publication June 2022.
Other Achievements	<ul style="list-style-type: none"> ● Certified for Online workshop on Reimagining Tech in 2022 on Big Data & Re-imagine Business Through Smart Analytics by Google Cloud in July 2022. ● Certified for Online workshop on Financial Analytics by Great Learning July 2022. ● Certified for Online workshop on Marketing & Retail Analytics by Great Learning July 2022. ● Participated in #PICUP FINTECH July 2022 organized by FICCI ● Participated in Transgender Leadership Conclave organised by ASSOCHAM Mar 2022. ● Paper Presentation in FORE International Marketing Conference 2021 (FIMC 2021) theme Marketing in a Disrupted world on 26-27th Nov 2021 Title, “Impact of Artificial Intelligence on Apparel sector :Review study of amplified intelligence in H&M”. ● Participated in NMIMS Mentor Conclave “Marketing In The age of Millennials” Oct 2019 New Delhi. ● Participated in Extensive Training on Digital Marketing at Delhi School of Internet Marketing Gurgaon in October and December 2015 by corporate trainer and experts of the Digital Industry. ● Participated in CII’s National Conference and Annual Session 2014 “Managing Change: Role of Leadership & Institutions” 26-27 March 2014 : <u>Hotel Taj Palace, Sardar Patel Marg, New Delhi</u> ● NDTV Talk Show "MUQABLA " On CAG report of Commonwealth Games 2011. NDTV Studio GK-1 Archana Complex.