

Name: Dr Megha Sehgal

Dr. Megha Sehgal (PhD, M.Tech,MBA,B.Tech,DLL&LW) is **Assistant professor** in Bharati vidyapeeth (Deemed to be university) Institute of Management and Research New Delhi .she is **Academic Coordinator** of BVDU center for distance and online education New Delhi .she has 10 years of Academic and Administrative experience in the field of education. Dr.Megha has presented various Research papers in National and international Conferences like IIT, IEEE, ICSSR etc. She is Editorial board member of various journals of Multi-Dimensional Research. She has a publication of 02 books and more than 10 research paper in Journals of repute .she has filled patents and developed the E-content for the subject Fundamentals of Information technology. She got Best Paper Award in AGBA (Academy for Globus Business Advancement's) 12th Annual World Congress Conference University of Malaysia Pahang Kuantan City, State of Pahang, Malaysia.

Designation: Assistant professor Bharati Vidyapeeth (Deemed to be university) Institute Of Management and Research and Academic Coordinator of BVDU, center for distance and online education New Delhi.

Educational Qualification:

- Ph. D. Computer science & Application (Madhav University Pindwara)
- B. Tech. Computer Science (Maharishi Dayanand University)
- M. Tech. Computer Science (Maharishi Dayanand University)
- M.B.A IT & HR (Swami Vivekanand Subharti University)

Experience:

- **Teaching**
8 Years.
- **Research**
5 Years.

Research Area

Cloud computing, e-commerce, Artificial intelligence, Digital social media marketing etc.

Conferences

- Presented paper “IMPACT OF SOCIAL MEDIA MARKETING TOOL ON DIGITAL GROWTH. “In ICSSR Sponsored 8th Annual International commerce Conference on Bharat @2047: Role of commerce and Business organized by Department of commerce, Delhi school of Economics, University of Delhi held at Deen Dayal Upadhyaya College. January 11 & 12, 2023.
- Presented Paper “INFLUENCE OF ICT IN GREEN EDUCATION DRIVER FOR MASS EDUCATION “in 17TH INDIACom: 2023 10th International conference on Computing for sustainable global development (IEEE CONFERENCE ID: 57626), 15TH-17TH MARCH 2023 Organized BVICAM, New Delhi.
- Proceeding contributor Researcher “ IMPACT OF DIGITALIZATION & E-COMMERCE FOR GENERATING EMPLOYMENT OPPORTUNITIES “ at 34TH National Conference MAKE IN INDIA : The New Gateway to go global on Friday 26th October,2018 at Technia Institute of Advanced Studies ,New Delhi-110085 .
- Participated in 11TH International Conference Global Business and Innovative Management: Challenges & Issue, 15th April.2017, Technia Institute Of Advanced Studies, Delhi 85.
- Presented paper Titled “SOCIAL MEDIA STRATEGY ADOPTION BY SMALL AND MEDIUM ENTREPRENEURS”. Published Conference on “MAKE IN INDIA” through sustainable development achieving inclusive growth at Bharati Vidyapeeth Institute of Research & Management Delhi on 5-6 February 2016.
- Presented Case study titled “Strategic Branding for Entrepreneurial Bingo: Application of Disruptive Branding Concepts” in Conference on Brand Management, CBM 2016, Indian Institute of Technology, Delhi as on 16-17April 2016.
- Presented paper titles “Social Media Impact on Marketers “Malaysian Conference ADVANCES IN GLOBAL BUSINESS RESEARCH(Vol. 12, No. 1, ISSN: 1549-9332) Refereed Proceedings of the 12th Annual World Congress Of the Academy for Global Business Advancement (AGBA) www.agba.us Conference

Theme Business and Entrepreneurship Development in a Globalized Era Hosted by The Faculty of Industrial Management University of Malaysia Pahang Kuantan City, State of Pahang, Malaysia November 16- 19, 2015 .

- International conference on “ORGANIC FARMING FOR SUSTANABLE AGRICULTURE (OFSA)” at Orissa University of agriculture & Technology, Bhubaneswar on 2nd -3rd June, 2017.

Publications

Book Publication:

- Megha Sehgal (2019) Self Learning Material (SLM) Writer’ of (MBA / MBA HR/ MBA E-IT04) Enterprise Business Applications Subject of M.B.A. SEM IV
Published by: Registrar, Bharati Vidyapeeth (Deemed to be University) ISBN: 978-93-88792-02-7.
- Megha Sehgal (2018) Self Learning Material (SLM) Writer’ of Basics of Information Technology Subject of B.A. Programme (Semester II) Published by: Registrar, Bharati Vidyapeeth (Deemed to be University) ISBN: 978-93-88794-18-3.

Paper Publication in International / National Journals

- *Dr.Megha Sehgal.(January-June 2023)” ICT AND DISTANCE EDUCATION-LITERATURE REVIEW “Published in Madhya Bharti-Humanities and Social Sciences Vol-83, ISSN 0974-0066 , Impact Factor 6.4.*
- *Dr.Megha Sehgal. (April-June 2023)” A STUDY ON IMPACT OF SOCIAL MEDIA ADVERTISEMENTS ON BUYING BEHAVIOR OF CONSUMER: AN INDIAN PERSPECTIVE” Published in SHODHA PRABHA Vol. 48, Issue-2, ISSN: 0974-8946, Impact Factor 6.1.*
- *Dr.Megha Sehgal. (May 2023)” A STUDY ANALYSIS OF ORGANIZATIONAL EFFICIENCY ON HUMAN RESOURCE PLANNING IN ORGANIZED SECTORS IN INDIA DURING COVID-19” Published in Journal of the Asiatic Society of Mumbai VOL-97 ,No.5, ISSN: 0972-0766, Impact Factor 3.947.*
- *Dr.Megha Sehgal (September 2022)” A STUDY ON INNOVATIONS IN MARKETING STRATEGY AND SHIFTING FOCUS OF MNCS TOWARDS*

- TIER 2 AND TIER 3 CITIES IN INDIA “published in Journal of the Asiatic society Mumbai. Vol 96 No 9, Issue I, ISSN: 0972-0766, Impact Factor 3.947.
- Ms. Megha Sehgal (July 2022)“A STUDY ON IMPACT OF E-COMMERCE IN INDIAN ECONOMY IN 21ST CENTURY: ISSUES AND CHALLENGES” Published in Journal of kavikulaguru kalidas Sanskrit university, Ramtek , Vol .IX Issue II (I), ISSN: 2277-7067, Impact Factor 4.95.
 - Ms. Megha Sehgal (Aug 2022)“A study Analysis on challenges and issues of post COVID 19 in online education center: An Indian Perspective.” Published in IJAEMA Journal Volume XVI, Issue VIII, ISSN NO.:0886-9367, Impact Factor 6.3 [.http://www.ijaema.com/](http://www.ijaema.com/).
 - Ms. Megha Sehgal (Jan 2021)“A STUDY ANAYSIS ON ADOPTION AND IMPACTS OF CLOUD COMPUTING IN MODERNIZATION ERA “published in IJAEMA Journal, Volume XIII, Issue I, ISSN NO.:0886-9367, Impact Factor 6.3 [.http://www.ijaema.com/](http://www.ijaema.com/).
 - Ms. Megha Sehgal (July 2021)“ Industrial 4.0 Era based Human Resource Management Capability” published in Turkish Online Journal of Qualitative Inquiry (TOJQI), Volume 12, Issue 3,2702-2718, <https://www.tojqi.net/index.php/journal/issue/view/45>
 - Dr.Megha Sehgal (Sep 2021)“ A STUDY ON IMPACT OF CLOUD COMPUTING ON E-COMMERCE: ANALYSIS AND IMPLICATION” “published in IJAEMA Journal, Volume XIII, Issue IX, ISSN NO.:0886-9367, Impact Factor 6.3 [.http://www.ijaema.com/](http://www.ijaema.com/).
 - Dr.Megha Sehgal (oct 2018)“ IMAPCT OF DIGITALIZATION & E-COMMERCE FOR GENERATING EMPLOYMENT OPPORTUNITIE” Published in 34TH National Conference MAKE IN INDIA : The New Gateway to go global on Friday 26th October,2018 at Technia Institute of Advanced Studies ,New Delhi-110085 ,ISBN :978-93-88465-05-2.
 - Dr.Megha Sehgal (April 2017)“ Role of Social Media on Enhancing Marketers’ Reach to the Customers” published in Proceeding of 11th International Conference Global Business and innovative Management: Challenges & Issue (OBI Publishers), ISBN 978-93-83263-37-0.

- *Dr.Megha Sehgal (5-6 February 2016) “SOCIAL MEDIA STRATEGY ADOPTION BY SMALL AND MEDIUM ENTREPRENEURS “Published in MAKE IN INDIA through sustainable development achieving inclusive growth.*
- *Dr.Megha Sehgal (April 2016)”Case study of Bingo “Published in IIT Emerald CBM 2016 Conference on Brand Management 2016 Department of Management Studies Indian Institute of Technology New Delhi .*
- *Dr.Megha Sehgal (November 16-19, 2015) “Social Media Impact on Marketers “published and got **Best paper Award** in 12TH Annual World Congress of the Academy for Global Business Advancement (AGBA) Conference Theme Entrepreneurship Development in a Globalized era Hosted by The Faculty Of Industrial Management University of Malaysia Pahang Kuantan City, State of Pahang, Malaysia. (Vol. 12, No. 1, ISSN: 1549-9332)
<http://www.agba.us/pdf/2015-AGBA-Book-of-Abstracts.pdf>*

Membership of Editorial Bodies

- *Editorial Board Member of IJMR, International Journal of Multi-Dimensional Research since 2017with Ref No-IJMR/042.*
- *Editorial Board Member of EURO, Euro Asia Research and Development Association ic/14 since 2018 with Ref No-EA/65.*
- *Editorial Board Member of BVUSDE Vision Newsletter.*

Administrative Position

- *Academic Coordinator of BVU CDOE, New Delhi Center.*
- *Custodian of University Examination BVUSDE New Delhi Center.*
- *Administrator OF BVUSDE website.*
- *Course Leader for IT Courses.*
- *Examination In charge of BVU CDOE New Delhi–Coordinating all the activities related to examination.*

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