

FACULTY PROFILE

Name: Zia Zehra Zaidi
Designation: Lecturer
Department: Computer Science & Engineering
Date of Joining: 02/02/2010
Qualification: M.B.A. (Marketing, International Business), Ph.D. Pursuing
E-Mail ID: zia@coet.in
Total experience: 5 Years
a) Teaching experience: 4 Years
b) Industry experience: 1 Year



Conference/Workshop/Seminar participated:

Sl. No.	Title	Organized by	Year/Month
1.	2-Days ISTE Workshop on Aakash Tablet for Education	IIT BOMBAY	Nov-2012
2.	Culture, Values, Mindset, Gender and Strategy and Re-positioning SHRM	Faculty of Management Studies, Amity University, Sec-125,Noida	15th-16th May 2014
3.	Innovation in Business- Challenges and opportunities	Lloyd Group of Institutions Plot No.11, Knowledge Park-2, Greater Noida -UP-201306	May 10, 14.

Any other Information:

- Eight weeks project titled “Comprehensive Research & Analysis of Market Strategies of Atlas Cycles Versus Competitors” at ATLAS CYCLES (HARYANA) LTD.(Sahibabad) in Marketing Department.
- Eight weeks project titled “Marketing Strategy and Awareness of Biofertilizers” at National Fertilizers Limited, NFL (Noida) in Marketing Department.
- Eight weeks Project of “How to increase the market share of Dabur Babool Toothpaste and Glucose-D” from Dabur India Limited (Vaishali).
- Eight weeks Project of “How to increase the market share of Dev Hair Oil and Coughend Syrup” from Dev Pharmacy Pvt.Ltd (Noida).
- Eight weeks project from Gandhi Medical College, Bhopal (M.P.) on “HIV Testing (ELISA)”.