

Dr Geetika S Johry

Assistant Professor (Selection Grade)

Dr Geetika S Johry is currently Assistant Professor in School of Vocational Education and Training at Indira Gandhi National Open University, New Delhi. She completed her Graduation in Commerce and Post Graduation with Marketing Specialization from Department of Commerce, University of Delhi and attained her Doctoral Degree from Jamia Millia Islamia, (A Central University) New Delhi. Her areas of teaching and research interest range from Business Organization and Management, Business Law, Company Law, Auditing, Marketing, Sales and Advertising, Entrepreneurship and Vocational Education.

She has professional as well as academic experience with University of Delhi, Central Board of Secondary Education (CBSE), National Institute of Open Schooling (NIOS), National Council of Educational Research & Training (NCERT), Apeejay Institute of Management, New Delhi. She has also had the privilege of acquiring Corporate and industrial knowledge and experience in International Marketing while working with Birla Group of Industries. Dr Johry joined IGNOU in 2009 and since then she has been associated with various activities like teaching, preparation of self learning materials, counseling, Programme Design, Development & Delivery etc. She has guided PhD students. She has also been a member of Statutory Bodies of IGNOU. As a scholar, Dr Johry has contributed research paper and articles in various national and international journals, conferences and workshop.

Currently, she is involved in the coordination and development of the following programmes:

B.A. (VS) Micro Small and Medium Enterprise (BAVMSME)

Diploma in Modern Office Practice (DMOP)

Diploma in BPO: Finance and Accounting (DBPOFA)

Certificate in Communication and IT Skills (CCITSK)

EDUCATION:	
Doctor of Philosophy (subject) year: PhD - 1996	Name of the University: Jamia Millia Islamia (Central University), New Delhi Discipline: Commerce (Marketing) Doctoral Research Topic: “Marketing of Financial Services: A study of State Bank of India
Master of Commerce (M.Com) Marketing Specialization: 1989- 1991	Name of the University: University of Delhi (Department of Commerce) Discipline: Commerce
Bachelor of Commerce: B.Com (Hons): 1986 -1989	Name of the University: University of Delhi (Department of Commerce)
Post Graduate Diploma in Distance Education (PGDDE)	Name of the University: IGNOU, New Delhi

WORK EXPERIENCE: 24 years experience (in ODL+ University teaching+ Industry +NCERT)

PUBLICATIONS:

BOOKS: 01 (Co authored)

CHAPTERS IN BOOKS: 03, EDITED COURSE: 01

RESEARCH PAPERS AND ARTICLES PUBLISHED: 11

MEMBERSHIP OF PROFESSIONAL BODY/ STATUTORY BODY (INTERNAL/ EXTERNAL):

Membership of Professional body/ Statutory body	Name of statutory body/ institution	Period
Member Convener	School Council, SOVET School Council, SOVET	May 2009, till date April 2010-2011 & October 2017 - 2018
Member Member	School Board, School of Vocational Education & Training (SOVET) School Board, School of Vocational Education & Training (SOVET)	August 2009 to October 2015 October 2018 till date
Member	School Board, School of Engineering Technology (SOET), IGNOU	October 2014 to September 2016
Member	Doctoral Committee , SOVET	October 2014 - till date
Convener	Library Convener, SOVET	November 2016 to November 2018
Convener	Media Coordinator (EMPC), SOVET	October 2018 till August, 2020
Coordinator	NAAC, SOVET	March 2022 till date

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