



Prof. Rashmi Sharma is an academician in interior design, presently working as an assistant professor at the School of Design at IILM University, Gurugram. She has a rich and diverse experience spanning over 12 years in the technical and design fields and 6 years across research, industry, and academia. Her primary research interests lie in design

& management. As a researcher & author, she has published extensively, contributing to various prestigious journals listed in Scopus & UGC Care.

## **EDUCATIONAL QUALIFICATION**

- Three-year Diploma in Interior Designing from Meera Bai Institute, Maharani Bagh, New Delhi, in May 2006.
- B.Sc. in Interior Design from Punjab Technical University, Jalandhar, in 2009
- B.A. (Pass) from Delhi University in 2008
- M.Sc. in Interior Design and Styling from Punjab Technical University, Jalandhar, in 2012.
- Pursuing a PhD in Design and Management (majorly in digital merchandising) from Sushant University, Gurgaon, from September 2021.

## **INDUSTRY EXPERIENCE**

- Handled high-end projects such as The Lalit Srinagar, Radisson Faridabad, Radisson PaschimVihar, Lodha Group, RahejaRevanta Housing at Manesar, Gurgaon, RMZ Galleria Show flats, and Clubhouse, as well as high-end show flats like Trump Tower Mumbai and Hotel Park Plaza, Dwarka.

## **RESEARCH AND SCHOLARLY PUBLICATION**

### **Area of Research**

- Design and Management
- Marketing
- Interior Styling
- Sustainable design in the furniture industry and interior
- Interiors and Psychology of Consumer
- Visual Merchandising

- Digital Merchandising
- Online Product Presentation
- Online shopping

## **SCOPUS PUBLICATION**

- Paper title "The Significance of Website Design Quality and Product Picture Quality in Facilitating Efficient Online Shopping Experiences for Consumers" published in Indian Journal Marketing (Scopus Indexed).
- Paper titled "The Influence of Comprehensive Product Information and the Effective Product Presentation on Customers' Purchase Decisions in Online Shopping" published in the Journal of Information Systems Engineering and Management (Scopus Indexed).

## **UGC CARE LIST PUBLICATION**

- Paper titled "Essential elements for digital merchandising portals in retail: a review-based study" published in the journal "International Journal for Business Research and Excellence" of IMS Ghaziabad University

## **CONFERENCES**

- Paper presentation title “The Factors Affecting the Display Style of Products in E-Shopping to Enhance Virtual Product Experiences: A Review-Based Study” at the International Conference on Management, Innovation, Leadership, Entrepreneurship & Sustainability (IC-MILES 2024), Sushant University, Haryana.
- Paper presentation title "Essential elements for digital merchandising portals in retail: a review-based study” at the 3rd International Conference at IMS Ghaziabad University, U.P.