



RESUME

1.	Name in Block Letters	:	SHASHI KALA
2.	Father's Name/Mother's Name	:	Sh. BAKSHA RAM/ Smt. GOBINDI DEVI
3.	Department	:	UNIVERSITY SCHOOL OF BUSINESS STUDIES, TALWANDI SABO
4.	Current Designation & Grade Pay:	:	ASSISTANT PROFESSOR, 7000/-
5.	Date of Place of Birth	:	05.04.1967, KAPURTHALA
6.	Sex	:	FEMALE
7.	Marital Status	:	MARRIED
8.	Nationality	:	INDIAN
9.	Address for correspondence (with Pincode)	:	# 74, FIRST FLOOR, NEW SHAKTI NAGAR, BATHINDA-151001
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11. Academic Qualifications (Matric till post graduation)

Examination	Name of the Board/University	Year of Passing	Percentage of Marks obtained	Division Class/ Grade	Subject
High School / Matric	PSEB, MOHALI	1983	78.66	I	PUNJABI, ENG, MATHS, SCI
Intermediate (Pre University)	GNDU, AMRITSAR	1985	65.5	I	COMMERCE
B. COM	GNDU, AMRITSAR	1988	66.06	I	COMMERCE
MBA	PUNJABI UNIV PATIALA	1991	64.2	I	MANAGEMENT
COMPANY	ICSI, DELHI	1999	PASSED		COMPANY

SECRETARY					SECRETARY
M.A. (Economics)	PUNJABI UNIV PATIALA	2003	56.25	II	ECONOMICS
PGDCA	PUNJABI UNIV PATIALA	2006	78.90	I	COMPUTER
UGC-NET	UGC, DELHI	2008	QUALIFIED		MANAGEMENT
Pre Ph.D. Coursework	PUNJABI UNIV PATIALA	2012	'A'	'A'	MANAGEMENT

12. Research Degrees (s)

Degree	Title	Date of Award	University
Ph.D. (With Pre-Ph.D. Course Work)	DETERMINANTS OF UNDERPRICING OF EQUITY INTIAL PUBLIC OFFERS: A STUDY OF INDIAN CAPITAL MARKET	Notification for award of Ph. D pending. Viva Voce held on 15.12.15	PUNJABI UNIVERSITY, PATIALA

13. Appointments held prior to joining this institution

Designation	Name of Employer	Date of Joining		Salary with Grade	Reason for Leaving
		Joining	Leaving		
IMPORT MANAGER	ANTARCTIC INDUSTRIES LTD, LUDHIANA	11.06.1991	07.05.1994	BASIC 2500/- PM	HIGHER EDUCATION
LECTURER	SSD WOMEN INSTITUTE OF TECHNOLOGY	03.07.2000	10.08.2006	BASIC 9000/- PM	BETTER PROSPECTS

14. Posts held after appointment at this institution:

Designation	Department	Date of Actual Joining		Grade
		From	To	
Lecturer (Adhoc)	USBS, Punjabi University, Guru Kashi Campus, Talwandi Sabo	11.08.2006	19.02.2009	8000-275-13000
Assistant Professor	USBS, Punjabi University, Guru Kashi Campus, Talwandi Sabo	20.02.2009	Present	15600/= + (AGP)6000

15. Teaching Experience: PG classes (in years): 17 Years 06 Month

16. Field of Specialization under the subject/Discipline

- (a) FINANCE
(b) MARKETING

17. Academic Staff College Orientation/Refresher Course Attended

Name of the Course Summer School	Place	Duration	Sponsoring Agency
Orientation Course	Academic Staff College, Punjabi University, Patiala	15-06-2011 to 12-07-2011 (28 Days)	UGC
Refresher Course	Academic Staff College, Punjabi University, Patiala	04-09-2013 to 24-09-2013 (21 Days)	UGC

18. Full Papers Published in Conference Proceeding

S. No.	Title with page nos.	Details of Conference Publication	ISSN/ISBN No.
1.	Relationship between Retail Format Choice Decision Factors and Demographics of Urban Shoppers	International Conference on Research in Marketing -2013 (December 21-22, 2013)	978-1-63041-998-1

19. Training Courses, Teaching Learning Evaluation Technology Programmes, Faculty Development Programmes

S. No.	Programme	Duration	Organised by
1	Orientation course	28 days, (15.06.2011 to 12.07.2011)	Academic Staff College, Punjabi University, Patiala
2	Refresher course	21 days, (04.09.2013 to 24.09.2013)	Academic Staff College, Punjabi University, Patiala
3	Teachers Workshop "learn the Learner"	7 days, (July 9-14, 2012)	Punjabi University Guru Kashi College, Damdama Sahib
4	National Workshop on Analytical Techniques for Research at Shimla	7 days, (June 10-16, 2013)	Global Network of Business Researchers

20. Papers presented in Conferences, Seminars, Workshops Symposia

S. No.	Title of the Paper presented	Title of Conference/Seminar	Organised by	Whether International/National/ State/ Regional/ College or University level
1.	Corporate Governance	Emerging Paradigms in	GSSDGS Khalsa College Patiala and	National

	Practices: An Evaluation of Indian Companies	Commerce and Management Education (5 th Sept, 2009)	PCMA	
2.	Relationship between Ex-ante Uncertainty and Underpricing of IPOs: Indian Evidence	New Management Paradigms in Management Theory and Practice (4 th - 5 th September, 2010)	SMS, Punjabi University, Patiala and PCMA	International
3.	Determinants Influencing Underpricing in Initial Public Offerings (IPOs)	New Paradigms in Marketing Management, (5 th February, 2011)	Sri Guru Harkrishan Group of Colleges Patiala and PCMA	National
4.	Gandhian Approach towards Modern Management	Gandhi's Philosophy of Satyagraha, (10 th March, 2012)	Kamla Lohtia Sanatan Dharam College, Ludhiana	National
5.	A Study of Capital Structure of Indian Banks	Emerging Innovations in Business and Technology (27.04.2013)	Asra Group of Institutions Sangrur and PCMA	National
6.	Relationship between Retail Format Choice Decision Factors and Demographics of Urban Shoppers	Research in Marketing – 2013 (21-22, Dec 2013)	IIT Delhi, XLRI and Curtin University, Australia	International

21. Invited Lectures and Chairmanships at national or international conference/seminar etc.

S. No.	Title of Lecture/Academic Session	Title of Conference/Seminar	Organised by	Whether International/National
1	Chaired Technical session	Strategic Management of Business Development: Issues and Prospects (21.04.2011)	Baba Farid College of Management and Technology	National
2	Accounting	Invited	MGSIPAP	State

	Concepts and Conventions	lecture at MGSIPA, Bathinda Regional Office	Chandigarh	
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22. Additional Information

Around 400 lectures delivered on Youtube in the field of Management and Economics. Almost 2 lac views by students in the different parts of India and abroad, with a subscriber base of approximately 2000 persons.