

Dr. NIDHI SHRIVASTAVA

**C/O A. N. Chitranshi
Opposite Chaurasia Weigh Bridge
Allahabad Road Rewa (M.P.)
Mobile Number 9424975121
7869299191
Email: nidhishrivastava2007@gmail.com**

Objective:

- Prove to be an asset by playing major role in the prosperity of the organization and growth of oneself. Always strive to do very best to evaluate success in order to live up to the standards set by the management.

Skills:

- Personal Skills: Comprehensive problem solving abilities. Excellent verbal and written communication skills, ability to deal with people diplomatically, willingness to learn, team facilitator.
- Technical Skills: Good understanding of fundamental principles of commerce and Management, comfortable in working on administrative as well as academic level.

ACADEMIC AND PROFESSIONAL EXPERIENCE SUMMARY

Duratio n in years	Designation	Organization /Institution	Key Responsibility
August 2011- till now	Faculty	Department of Business Administration	Delivering lectures in MBA Programme, Acting as a resource person in various programme at university level like Incubation, Pre Phd Course work, CDMAP and ITI etc Guiding students in minor research projects and preparation of curriculum content, central valuation, conducting examination, filling of students profile and helping in various non academic events like Youth festivals, competitions at university level, district level and departmental level etc.
March 09 to Feb 11	Officer Branch Account	HDFC Standard Life Insurance Co. Ltd	All cash related activity including premium collection, claim payment, Maintaining track of all payments and collection, looking rural business, Handling petty cash, Vendor bill processing, Bank reconciliation, solving customer queries and complaints, follow up from customers for premium

			collection against cheque bounce. Other operational activities.
July 04 to Apr.08	Assistant Executive	Shriram Transport Finance Co. Ltd	Responsible for Collection and remittance of amount collected from the Hires, Maintaining transactions and Personal record of Hirer and Guarantor, needed for Recovery and Business, Settlement of accounts and NOC proceedings, Insurance Renewals of Commercial Vehicle.

EDUCATIONAL QUALIFICATION

Degree/Diploma	Subjects	Boards/College/University	Year	% of Marks
Ph.D in (Management) Under U.G.C. regulation 2009	Buying Behaviour of Indian women Towards Personal Care Products in Semi Urban Areas	A. P. S. University Rewa (M.P.)	Awarded on 30-08-2019	
Masters in Business Administration	All Compulsory subjects with specialization as Marketing and Finance	A. P. S. University Rewa (M.P.)	2000-2002	77.19%
B.Com	All Compulsory subjects with Taxation specialization	A. P. S. University Rewa (M.P.)	1997- 2000	58.44%
12th	Physics, Chemistry and Biology	Madhya Pradesh Board Bhopal	1997	62.2%
10th	All compulsory subjects	Madhya Pradesh Board Bhopal	1995	52.4%

COMPUTER QUALIFICATION

Diploma	Institution	Year	% of Marks
DTP	Mega soft Computers (Affiliated to Makhmalal University Bhopal)	2000	71.5%
PGDCA	Mega soft Computers (Affiliated to Makhmalal University Bhopal)	2000	72.15%

BOOK PUBLICATION

Antecedent of Women Buying for Personal Care Products in Semi Urban Areas	May 2022	Research Culture Society and Publication	ISBN: 978-93-92504-09-9
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PUBLICATIONS IN JOURNAL

<u>Topic</u>	<u>Publication</u>	<u>Year</u>	<u>Description</u>	<u>Number of Author</u>	<u>Remarks</u>
Selection of place: A study on Women choice for location of Purchasing Beauty Care Products	International Advanced Research Journal in Science, Engineering and Technology	<u>April 2022</u>	ISSN (O) 2393-8021, ISSN (P) 2394-1588 Impact Factor 7.105 □ □ Vol. 9, Issue 4, April 2022 DOI: 10.17148/IARJSET.2022.9463	<u>Single</u>	
<u>Difference of Opinion: A Study on the Selection of Investment Options by Men and Women Employees of Private Sector Organization</u>	International Advanced Research Journal in Science Engineering and Technology	<u>March 2022</u>	<u>ISSN (online) 2393-8021 Volume 9, Issue 3, March 2022</u>	<u>Single</u>	
Power of Purse: Purchasing Behaviour of Working Women for Cosmetic Buying in Small Towns of Madhya Pradesh	International Journal of Business and General Management (IJBGM) Published by International Academy of Science Engineering and Technology	Sep 2020	ISSN Print:2319-2267; ISSN Online:2319-2275	Single	
Switching Between	AJANTA "An International	Jan-Mar	ISSN 2277-5730 Volume VIII Issue 1 Part I-IV	Single	Presented in

Brands: The Customer Buying Decisions of Small Town	I Multidisciplinary Quarterly Research Journal"	2019	Journal No 40776		Conference
A Study on Creating Equilibrium in Work Life by Women Working in Service Sector With Special Reference to Small Cities	International Journal of Research Culture Society(IJRCS)	Feb 2019	ISSN: 2456-6683 Vol-3 Issue -2	Single	
Buying Behaviour of Indian Semi Urban Women for Personal Care Products	International Journal of Sales & Marketing Management Research and Development (IJSMMRD) TRANS STELLAR Publications	Jan 2019	ISSN(P) 2249-6939; ISSN(O) 2249-8044 Vol. 9, Issue 1, Jun 2019, 33-42 © TJPRC Pvt. Ltd; Vol-9, Issue -1, Edition Jan 2019	1 st Self 2 nd other	
Buying Motives of Women for Personal Care Products in Madhya Pradesh	International Journal of Humanities & Social Science (IJHSS) Published by International Academy of Science Engineering and Technology	Nov 2018	ISSN(P)-2319-393X, ISSN(O)- 2319-3948 Vol. 7, Issue 6, Oct - Nov 2018; 77-84 © IASET	Single	Award for Best Paper by IASET
A study on Point of Purchase choice of Indian Women	Vindhya Bharti (Multi Disciplinary Research Journal)	<u>July 2018</u>	ISBN0976-9968.	1st self 2nd other	

for Personal Care Products in Madhya Pradesh					
Impact of Global Financial Meltdown on Indian Economy	Emerging Trends and challenges in Management	2012	ISBN 978-93-82062-09-7	1st Other 2nd Self	Presented in Conference

CONFERENCES/ SUMMIT:PRESENTATIONS

<u>Paper Title</u>	<u>Theme of Conference</u>	<u>Year</u>	<u>Description</u>	<u>No. of Author</u>	<u>Organizer</u>
Economic Shrink in Investment: A Study on the Investment Pattern of Private and Institutional Investors Post COVID -19	Challenges & Strategies in Business Management : Post Covid era	15-17 june 2020	National E-Conference	Single	Awadesh Pratap Singh University Rewa M.P.
Switching Between Brands:- The Customer Buying Decisions of Small Towns	Emerging Trends in Business Management- Opportunities and Challenges	12 –April 2019	International Conference	Single	Vishwa Vishwani School of Business- A unit of MBA
Religious Tourism: A New Hope for Employment Creation in Madhya Pradesh	Indigenous and Religious Tourism in South and East Asia: Opportunities and Challenges	11-13 January, 2019	International Conference	Single	Indira Gandhi National Tribal University Amarkantak (M.P.), India
A study on the expectation Gap between the University and Industry in the current Market	University-Industry Interface for Skill Development of Youth	25-27 Oct 2018	International Summit	Single	Department of Business Administration APS University Rewa

Scenario					
Impact of Global Financial Meltdown on Indian Economy	Emerging Trends and challenges in Management	24-25 March 2012	National Conference	1 st other 2 nd self	Department of Business Administration APS University Rewa

FACULTY DEVELOPMENT PROGRAMME ATTENDED

<u>TITLE OF PROGRAMME</u>	<u>DURATION OF PROGRAMME</u>	<u>DATES</u>	<u>ORGANISED BY</u>
Creating Tech-Savvy Teachers for Future Classroom	5 days	6 th June to 10 June 2020	St. Teresa's Institute of Education
ICT Tools for Effective Teaching Learning	1 week	11th to 16th May 2020,	Swami Ramanand Teerth Marathwada University, Nanded
<u>Online Refresher Course in Management</u>	ARPIT		<u>Swayam</u>
<u>Data Analysis for Social Science Teachers</u>	ARPIT		<u>Swayam</u>

WORKSHOP ATTENDED

<u>TITLE OF PROGRAMME</u>	<u>DURATION OF PROGRAMME</u>	<u>DATES</u>	<u>ORGANISED BY</u>
EFA, CFA & CCA	2 days	26-27 Sep 2020	Kahan Technologies & Times Internet
Writing Case Studies, Project Preparation and Funding of Research Projects	3 days	21-23 May 2020	Indian Academic Researchers Association, Department of Commerce, University of Madras
Research Methodology "An Overview"	2 Days	05-06 May 2020	S.S.S. Samiti's M.P. Mirji College of Commerce M.com Department Nehru Nagar Belagavi
Stress Management	5 Days	13 – 17 April 2020	A.V.S. College of Arts & Science
Data Analysis using various software	6 Days	10-15 Nov 2019	Department of Business

			Administration Awadhesh Pratap Singh University
SPSS 25	1 Days	2 August 2018	Department of Business Administration Awadhesh Pratap Singh University
Research Methodology And Statistical Software	3 Days	18-20 December 2013.	Department of Business Administration Awadhesh Pratap Singh University

WEBINARS ATTENDED

TITLE OF PROGRAMME	DATES	ORGANISED BY
New Education Policy: Prospects and Challenges	27-28 August 2020	Dr. Rammanohar Lohia Awadh University, Ayodhya U.P. & SHoDH
Knowledge Generation in Education during COVID -19 Pandemic – Qualitative Research	01 June - 06 June 2020 (Series of 12 sessions)	Bombay Teacher’s Training College HSNC University, Mumbai & Department of Education University of Mumbai
Lead your Business Through Covid -19 Crisis	30.05.2020	Entrepreneur Development Cell & Institution’s Innovation Council, P.K.R. Arts College for Women, Gobichettipalayam, Erode dt., Tamilnadu
Use of Modern Technology in the Daily Teaching – The Need for an Hour”	29 May 2020	Vaishnavi Mahavidyalaya Wadwani
Teaching with Technology	30 May 2020	Bhavan’s Hazarimal Somani College of Arts & Science And Jayaramdas Patel College of Commerce and Management Studies
Effective Ways to Develop E- content	09-05-2020	Smt. Devkiba Mohansinhji Chauhan College of Commerce and Science

OTHER CERTIFICATION/ CONTEST

<u>TITLE OF PROGRAMME</u>	<u>DATES</u>	<u>ORGANISED BY</u>
National level Quiz on “Research Methodology”	May 2020	Agurchand Manmull Jain College Meenambakkam, Chennai
E-quiz on let’s beat corona virus	07-10 May 2020	Prestige Institute of Engineering Management & Research, Indore

PERSONAL DETAIL

Husband Name: Vishnu Khare
Date of birth: 21 Jan. 1980
Nationality: Indian
Marital Status: Married
Proficient in speaking: English, Hindi
