



Dr. Namita Mishra

Professor PGDM Programme

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Linkdin; <https://www.linkedin.com/feed>

Blog: <https://www.blogger.com/u/1/blog/posts/2993224297680870422>

PROFILE

I am a practicing manager with in depth association with education and research projects. .I was contributor in the project “**Global Healthcare Delivery System –India Centric Approach** (E-medical Sciences –Mymedapp.in) undertaken under ministry of Health . I am academically a post graduate in Commerce from Fakir Mohan University, Odisha, with specialization in Accounting , MBA from MDU, Rohtak with specialization in Finance

I have acquired *Doctorate degree in the Year 2011*, from *JamiaMilliaIslamia University, New Delhi* and research topic was “A study on impact of Poverty Eradication Programmes of State bank India in Kendrapara district of Orissa.”. I have 30 Research papers to my credit which have been published in Books, national and international Journal of repute and in journal proceedings . I have Authored 03 Books and 12 Patent and one copy Right to my credit . I have participated and convened various conferences/Seminars . Professionally I am engage as teaching staff to business students in post graduate programmes in Finance and Accounting streams, also associated with School of open learning, University of Delhi as resource person. I am is a life member of Indian

Commerce Association and CEGR, FurtherIam associated as editorial member in different journals and endeavor to guide the students in real life situations, which prepares them to face the competition environment prevalent in the professional world.

CAREER OBJECTIVE:

Looking for a challenging career, which can provide me a consistent professional and personal growth and an opportunity to contribute significantly towards organization's objectives

ACADEMIC QUALIFICATION:

- Ph.D. on “A study on impact of Poverty Eradication Programmes of State bank India in Kendrapara district of Orissa.” with an objective to examine the extent of benefits provided by the commercial banks to the sample households in from of assets and assistance to create additional employment and income generation through execution of various poverty eradication programs, Secondly to check the effectiveness of poverty alleviation programmes in changing the livelihood status of beneficiaries ,from JamiaMilliaIslamia, New Delhi under the guidance of Prof Dr. M.Altaf Khan.
- Qualified MBA in finance from MDU, Rohtak with 1st Division in 2012
- Completed M.com with Ist division from Fakir Mohan University Orissa in Aug. 2001
- Completed B com.Accounting (Hons) with 1st division from Utkal University, Orissa in 1999.
- 10+2(com.) from Council of Higher Education, Bhubaneswar, Orissa in March 1996.
- Class 10th from Board of Secondary Education, Orissa in the year April 1994 with first division.

PROFESSIONAL QUALIFICATION

- Completed Diploma in Computer Application and Accounting Package from NICA, Bhadrak, Odisha.

Subject Taught: Accounting for Managers, Cost Accounting, Management Accounting,Financial Management, Marketing Research, and Project Planning and Evaluation, Financial Markets and Institutions, Project Management.International Financial Management ,

EXPERIENCE

- Working as Professor in I.T.S School of Management as from 18 July 2022 to till date.

- Worked as Associate Professor in Tecnia Institute of Advanced Studies from 27th Dec 2011 to 17 Nov 2015 as HoD, BBA Department and as Head, Student's Welfare from 17 Nov 2015 to 25th March 2019, Event coordinator from 25th March 2019 to July 2019 .HoD BBA from 15 July 2019 to 17th July 2022.
- Appointed as Resource person of School of Open learning, Delhi University since 6th October 2013.
- Worked as Course Coordinator cum senior lecturer since Aug 2009 to 26th December 2011 in LBIIHM
- Worked as Faculty in LBIIHM from Aug 2005 to Aug 2009.
- Worked as faculty in Prime Academy from March 2004 to June 2005, Odisha
- Worked as lecturer in different private institutions from Sept 2001 to Feb 2004, Odisha

CURRENT JOB RESPONSIBILITY

Handling day to day department operation, supervision on smooth conduction of classes and department as per accreditation agency requirement. Motivate faculties on quality enhancement. An active member In NAAC core committee for compliance and records

PAST JOB RESPONSIBILITY:

Responsible for constituting different committees as per NAAC requirement and also handling issues regarding all Committees ,and responsible for correspondence of directives issued by AICTE,UGC and GGSIP University related to Internal Complaint Committee, Antiragging Committees, Committees for SC/ST , Grievance Redressal Committee and also responsible for coordination of the events w.r.t. its planning ,execution and closing of completed and verified files through respective event conveners on real time basis

RESEARCH & CONSULTANCY EXPERIENCE

- Associated as evaluator of financial component of project ; with the SANKALP project on skill &Entrepreneurship Development of Women in Golden grass craft in KendraparaOdisha by *Ministry of Skill Development &Entrepreneurship (MSDE)* ,the project is implemented in mission mode through *world bank* support and its aligned with

the overall objectives of the NSDM for the year 2022 , *project Evaluation partner Indian Institute of Management sambalpur.*

- Original contributor in the project “Global Healthcare Delivery System –India Centric Approach (E-medical Sciences –Mymedapp.in).Ministry of Health Gpovernment of India.
- **Part time consultant of VasudhaAircon Private Limited** to provide expertise service in the area of Finance and financial strength from 15th Dec 2018 .

RESOURCE PERSON AND GUEST LECTURE AND OTHERS

FDP UNDERTAKEN

1. Undertaken faculty development programme on Intellectual Property right and How to Develop Ideation in Management as a resource person at **DMI-ST.EUGENE University ,Zambia** on 16/03/2022
2. Acted as resource person in Three days’ workshop organized by Department of Commerce and Research Centre Sarah Tucker College Tirunelveli on topic Understanding ‘Fin Tech” IN 2021
3. Acted as Judge in National Article Writing Competition on the theme “Student’s Perspective Regarding Online Education During COVID-19 Lockdown” “COVID-19 held during June 08-20, 2020. Organized by R.K.S.D. (PG) College Kaithal, Haryana (India)

GUEST SPEAKER

1. **Guest speaker** to Discuss on Digital India at **Edu Mate TV** in New Normal programme o4.n 21st July 2020
2. **Guest speaker** to Discuss on Digitalization and Innovation in Higher education at **Edu Mate TV** in New Normal programme o4.n 24st July 2020.
3. **Session Chair at technical Session -07A** at National e conference on Advancement &Technology by Department of Management Sciences, Mahatma Gandhi central university, Bihar on 25 June 2021

4. Guest speaker to discuss on Balancesheet Management at Webinar on Balancesheet Management organizes by **sri Ramakrishna college of Arts and science** on 12.10.2020

5. Act as Speaker of the workshop on Research and Publication : Anti plagiarism Ethics Organised by Tecnia Institute Of Advanced Studies on 23rd October 2021

PUBLICATION

PATENT PUBLICATIONS

1. Design applied for - IOT based aquaculture system ,application number- 349514-001,date of filing- 15/sept/2021,cbr number 207532 <https://search.ipindia.gov.in/designapplicationstatus>.

2. Utility patent titled A system for digital transformation of SHG funding and savings, intellectual property right,govt south africa.Patent application number-2021/07985,**granted** <https://iponline.cipc.co.za/account/login.aspx?pb=avmvedtyjobv4sttqmvctpb7mwdx2ey0eshmoldly8+dkrv5addupw> **in 2021 applied on 19/10/2021 published on 1/12/2021**

3. Filed South African Patent titled A method for analyze mutual fund and cause of its low penetration among individual investors, vide application number 2021/08888 under Intellectual Property Right, Govt of South Africa**Granted on dated 11/02/2022 applied on 11/10/2021**

4.Utility patent titled “ Implementation of Donation Based crowd funding model to support Right to Education “ Applied vide application number 021/10022 republic of south africa patents act, 1978 ,application for a patent and acknowledgement of receipt,[Section 30 (1)-Regulation 22] applied on 06/12/2021

5.Village tourism an aid to bridge the gap between seasonal unemployment to employment among rural farmers and artisans and for generating employment opportunity to eradicating poverty and for overall rural transformation with special reference toodisha,published in the patent office journal No53/2021 dated 31/12/2021,application number 202111060801A

6. Cultural tourism an Aid for employment Generation and sustainable Development in Rural Area applied for grantNo: **202211001861**

7. A wearable robotic handstand to improve elderly cognitive health management ,application number 202231004300A published on 18 /02 /2022

8. A central transaction authentic system for OTP verification published 202211005029A ,publication date 04/02/2022.

9.A Novel model employees welfare scheme for business turnover has been applied application number **202221014686**

10. A novel model employees wellness for employees turnover and business turnover 202211011369

11. A system and a method for regulating advertisement published application number**2022/05331** Applied on2022/05/13

12. A novel Inclusive Educational model for Children with Disability and severe Disability applied on 11th July 2022 ,application number 2022/07611.

COPY RIGHT :

1. A NOVEL MODEL EMPLOYEES WELLNESS FOR EMPLOYEES TURNOVER AND BUSINESS TURNOVER, 5727/2022-CO/L ,

RESEARCH PAPERS IN JOURNALS:

1. “Rural Banking in India Its contribution and significance:” has been published in Journal of Production Research & Management (ISSN: 2249-4766), Special issue 2011.(1st Author)
2. “Tourism and Eradication of Poverty” has been published in ASBM Journal (ISSN 0974-8512), Vol. IV No.1.2011. page 4th author ,corresponding author 03
3. “Education for peace and economic growth ‘has been published in Koyalanchal Journal of social philosophy and Academic thoughts’ ISSN no 2278-8181, volume 1, 2012.
4. “Role of Grampanchayat in Rural development”, published in Koyalanchal journal of social philosophy and Academic thoughts ISSN no 2278-8181, volume 11, 2013. (Single Author)
5. “A study on Rehabilitation of Bonded Labours : With special Reference to Odisha”, has published in the International Journal Of Development Studies for Jan-June issue2015 -VOL VII ISSUE-1, ISSN 0975-5799. (Single Author)

6. "Financial inclusion: A roadmap to Eradicate poverty published in "Synergy "I.T.S Journal of I.T & Management SYNERGY-Vol 14. No: 02. ISSN 09727361 July-December 2016 page number 49-58, (Single Author)
7. "An Overview of Gender Budgeting an Emerging tool towards empowering the Women of India published in International Journal of Research in Finance and Marketing (IJRFM) Available online at: <http://euroasiapub.org/current.php?title=IJRFM> ISSN(o): 2231-5985 | Impact Factor: 6.397 | Thomson Reuters Researcher ID: L-5236-2015 International Journal Of Research in Finance and Marketing (IJRFM0) , May-17. (Single Author)
8. "Impact of GST On Indian Economy " published in International Journal Of basic and applied research society of education and research. ISSN22493352, E-ISSN 22780505, VOL 8. NOV 2018, www.pragatipublication.com, , Cosmos Impact Factor-5.86, (Single Author), <http://www.pragatipublication.com/assets/uploads/doc/55aaa-385-389.13977.pdf>
9. "The efficacy of Cloud sourcing in sales Promotions using Digital Advertisement towards buying Behavior published in Think India journal ISSN:0971-1260, Vol -22-Issue-4 October-December - 2019.(1st Author) <https://www.thinkindiaquarterly.org>, impact factor 5.9 , ugc care , page 5879 -5889 (Dr. Namita Mishra1, Dr. Leena Jenefa2, Dr. Kanchana3
10. "A study on Customer Delight towards Buying Behavior in Digital Era" Published in Journal of Composition Theory , Ugc care journal , DOI: 19.18001.AJCT.2019,V12I9I11 .19.10912 , ISSN:0731-6755, volume XII Issue XI Nov 2019, <http://jctjournal.com/current-issue/http://jctjournal.com/gallery/113-nov2019.pdf>, impact factor 5.7 (author) page 978 - 989 <http://www.jctjournal.com/gallery/113-nov2019.pdf>, (DrLeena Jenefa1, DrNamita Mishra1, Dr G.M. Shaju2)
11. Poverty Eradication & 2030 Sustainable Development Agenda published in Our Heritage a UGC care listed journal ISSN: 0474-9030 Vol-68-Issue-30-February-2020 page 8583-8591 (Single Author) no impact factor
12. Balance scorecard role in competitive advantage of Indian banking sector has been published in Parishodh Journal ISSN N0 2347-6648 UGC care list Group-1 A peer reviewed/referred journal(open access) Vol IX ,ISSUE III ,MARCH 2020 ,PAGE NUMBER 1105-1121 DOI 09.0014 parishodh 2020 vol913.0086781.57020 <https://app.box.com/s/8gompmgk4kjdjzgrd3h62j1ag5h4epaw> , impact factor 6.3 (second Author), <https://app.box.com/s/8gompmgk4kjdjzgrd3h62j1ag5h4epaw>

13. Insights of Quality Of Education for Young Generation Students published in Studies in Indian place Names Journal, UGC Care Journal Vol-40 –issue-50 –March-2020,ISSN:2394-3114 ,PAGE 751-755 (1st Author) (no impact factor), <https://archives.tpnindia.org/index.php/sipn/article/download/3321/3220> (Dr. Namita Mishra1, Dr. J. Robert Edwin Chester.
14. Role of Teachers in quality enhancement of students and for the education has been published in Parishodh Journal ,Ugc care list group -1 an ISO:7021-2008certified Journal ,ISSN 2347-6648/web:http://www.parishodhpu.com//, volume IX, issue III,March 2020 impact factor 6.3(1st author) page 5292-5303,<https://app.box.com/s/spozvez5wn0m4j124ov9jwh84tib4gf6> ,DOI:09.0014.PARISHODH.2020.V913.0086781.57530, Dr. Namita Mishra1, Dr. Meenakshi Sharma
15. "Consumer Online Buying Behavior - An Exploratory Factor Analysis Approach". Publication details are as under -Journal of Critical Review. ISSN: 2394-5125; Volume 6, Issue 6, 2020; Page No: 2614-2624; Scopus Indexed; <https://www.scopus.com/sourceid/21100920227>
16. Impact of Online or Digital Mode Classes during COVID-19 lockdown period Educational Sector has been published in Shri JNMPG College, COMMERCE TODAY,A blind peer reviewed Referred Annual Journal,vol 15 no-1 Dec 2020,ISSN 0975-7775
17. Influence of Demographic Characteristics on Organizational Citizenship Behavior in Private Bank employees has been published in IJRARSept 2021 ,volume 8 ,issue 3 ,eissn number 2348-1269,p ISSN 2349-5138 page 571 -588
18. A Study on Digital mode classes during COVID -19 and its level of satisfaction on online Education among school students in India" is accepted for publication in upcoming,SPECIAL ISSUE – FEBRUARY 2022 "PROCESSUAL APPROACHES IN MANAGEMENT & TECHNOLOGY" in KOREA REVIEW OF INTERNATIONAL STUDIES, ABDC-C Category indexed journal.<https://kristudies.org/vol-15-issue-31-special-issue/> ,issn 1226-4741 volume 15 pag 120 to 131 ,2022
19. **Effect of covid-19 on students and teachers with special reference to E-learning (online learning)**The british Journal of Administrative Managementissn 1746-1278
- Dr. Archana Dixit, Dr. TrilokPratap Singh, Dr. Namita Mishra, Dr. Namrata Gupta and Dr. KirtiJainani, <https://tbjam.org/vol58-issue-147/>, volume 58,page 59-78 feb 2022
- 20 An Empirical Analysis on Impact of Self Employment Programme on Employment Generation, Living standards and Saving Habits of SHG Members on

MaaDakhinakaliSHG has been presented in the internal conference was held in turkey and selected for publication at **7th In Traders Event on 25-26 May 2022, International Balkan University, Skopje.**

BOOKS

1. Poverty Eradication programmes through state bank of India in kendrapara district , Odisha ,ISBN "978-81-937833-0-6" 2019,
2. Management for Competitive examinations 'ISBN 978-81-950722-6-2 Mangalam publications ,2021,

EDITED BOOK

Editor of the national Conference proceeding, Consumer and Digital World: A Global Scenario. ISBN-978-93-85022-02-9. 2017

CHAPTERS:

1. Performance of Regional Rural Banks As, a Credit Delivery Mechanism for Rural Poor” has been published in Financial Management; Contemporary Thoughts (ISBN:978-93-84443-33-7) By *Research India Publication* by Pavnesh Kumar and S.K Singh in 2017 page 207
2. A study on effectiveness of PradhanMantri Jan-DhanYojana (PMJDY), on Promoting Saving Habits Among Rural Area- A Case Based Study on Gramya Bank has been published in Empowering Indian Economy Recent Economy Reforms .(ISBN:978-93-84207-62-5) Dominant Publishers & Distributors Pvt. Ltd, Edited by Amit Manglani, Ashish Kant Chaudhari, Chinmoy Kumar Roy. Page no 27-32. In 2017

PH.D SUPERVISOR

Co supervisor at P.K. University, Shivpuri (M.P)

AWARDS AND APPRECIATION:

- Received a award for self less service on 20th June 2022 for extending support during consumer protection awareness Campaign.
- Received Dr. S.Radhakrishan memorial Award-2009 from Healthy Universe foundation for excellent performance in the field of Education.

- Received an appreciation certificate for service as Instructor of hospitality Industry Financial Accounting in recognition of contributions to the advancement and support of training and education in the hospitality Industry in the year 2007 from American Hotel and lodging Educational Institute, AHLEI.

Refresher Course/Orientation /STTP/MOOCs

- Participated in Capacity Building programme sponsored by ICSSR held at university of Lucknow from 12-24 NOV 2018
- Annual refresher programme in teaching (APRIT) February 2020 on subject Financial Markets and emerging Business Models under MHRD (MOOCs)
- Participated in two weeks' online refresher course (FDP) for Management and Commerce faculty on ELearning resources & teaching methodology in Education & research Development held from 27th April to 9th May 2020 organized by SAI Ram Engineering College
- successfully completed *with* distinction Cooperative Learning Pedagogy four -week online course offered by GHG Khalsa College of Education, Gurusar Sadhar, Punjab (India) from May 22, 2020 to June 18, 2020 through mookit.co (This Course was developed under the UNESCO's OE4BW online mentoring Program-2019). 42(4 weeks) days certificate course)
- Successfully completed the **Online Orientation Training Programme for Mentors** organized from 01 - 05 February 2021 under National Initiative for Technical Teachers Training from 1st to 5th Feb 2021
- **Mentor Orientation Training Programme** days 5th April to 9th April National Institute of Technical Teachers' Training & Research, Kolkata.
- Participated in online **short term training programme on financial modeling** organized by Department of Management Medi-cap university Indore from 26th April to 1st May 2021
- Participated and successfully completed the 5-day online FDP on the theme "**Inculcating Universal Human Values in Technical Education**" organized by All India Council for Technical Education (AICTE) from 10 May, 2021 to 14 May, 2021.

MEMBERSHIP AND PANEL

1. Life member of Indian Commerce Association.
2. Life member of CEGR, Delhi
3. Appointed as paper setter in different Universities and institutions.

INTERNAL COMMITTEES

- Head-Student's Welfare Committee up to 25th March 2019
- Head, Internal Complaint Committee (chairperson).
- Member Secretary, Anti ragging Committee

EDITORIAL MEMBER

1. Editorial member in Koyalanchal' Journal of Social philosophy and Academic thought.
2. Editorial Member Journal of Accounting of Enriched Publications Pvt. Ltd.
3. Editorial member Journal of Accounting Research and Audit of Enriched Publication Pvt. Ltd.
4. Editorial member of Journal of Applied Finance and Economics of Enriched Publication Pvt. Ltd.
5. Appointed as Resource person of School of Open learning, Delhi University since 6th October 2013

WORKSHOP AND FDP

WORKSHOP

- Attained the inaugural India International Hotels Travel and Tourism conference on 21st January 2011 and Research workshop on Research environment on emerging research scholars, Organized by BanarasidasChandiwala Institute of Hotel management and Catering technology, New Delhi with the University of Waikato, New Zealand.
- Attained workshop on Organizational Transformation through Strategic Management: The Grand Strategist by MSME-Technology Development Centre on 27th Nov to 29th Nov 2014 at RDIAS, New Delhi.
- Attend workshop on Research methodology and data analysis using SPSS from 2 to 8th June 2015 at RDIAS, New Delhi.

- Attend three days national workshop on Research Methodology & Analysis Using SPSS FROM 14th -16th November 2019 under the aegis of grant –in –aid scheme by Guru Gobind Singh Indraprastha University at LingayasLalita Devi Institute of Management &Sciences,NAAC Re – accredited “A” Grade and ISO:2015 Certified Institute
- Attended one day work shop on Digital Marketing on 17th DEC 2019 by Aprtron solutions private limited at Tecnia Institute Of Advanced Studies
- Attend Online workshop on “Effective Digital Teaching on Learning Technologies “12thMay - 15thMay 2020 organized by Sri Guru TeghBahadurKhalsa college JabalpurMP
- Actively participated in three days International Level workshop on Latest Trends in Commerce organized by Department of Commerce, Sarah Tucker College ,Tamilnadu from 14 May 2020 to 16th May 2020
- Attend seven days National workshop on Research Methodology for Social Sciences Organized by Excel Research Management Association of India April 02—08, 2021
- Attend workshop on Research and Publication : Anti plagiarism Ethics Organised by Tecnia Institute Of Advanced Studies on 23rd October 2021

FDP

- Participated in FDP sponsored by Government of India (NSTEDB) from 27 Dec 2012 to 10th Jan 2013.
- Participated in FDP on ICT based teaching using Spoken Tutorials an Audio-Visual methodology of learning funded by the National Mission on Education through ICT,MHRD,Govt .of India,IIT-BOMBAY from 6th Jan 2014 to 11th Jan 2014
- Completed FDP On Emerging Trends in the fields of Management, Journalism,Education and Law Organized by Msme –Technology Development Centre ,Agraat Kasturi Ram College of Higher Education ,Narela,Delhi-110040 from 22/05/2017-31/05/2017
- Attend FDP on research methodology at Tecnia Institute of Advanced Studies on dated 19-27 June 2017
- Attended a one week faculty development programme on "Business Analytics using R" organizes and conducted by DIAS Institute from 16th December, 2017 to 22nd December 2017.

- Attended seven days faculty Development programme on Bursting the Myth related to stock market On 26th Dec 2019- 1st January 2020 at Kamal Institute of Higher Education and Advanced Technology .
- Participated in the one week Faculty Development programme on” Moodle Learning Management System” organised by Atalbihari Vajpayee University ,Bilaspur in association with ,Bombay spoken tutorial (An initiative of National Mission on Education through ICT MHRD Govt of India) from 12 May to 17th May 2020
- Participated and qualified in two week Faculty Development Programme on ‘ MANAGING ONLINE CLASSES AND CO CREATING MOOCS”from 20th April to 6th May 2020organised by teaching learning center Ramanujan college University of Delhi sponsored by Ministry of Human Resources Development PanditmadanmohanMalavya National Mission on Teachers and Teaching
- Participated in ‘principle of Management faculty development program from 18 May to 22 may 2020 conducted by CSE Association with CSI and IEEE computer science society organized by Panimalar Institute of Technology
- Participated in 5 days faculty development programme (online) on sustainable Education ehile combating pandemics as organized by Internal Quality Assurance Cell of SHDCHE (SantHaridas College of Higher Education from 26th May to 30 May 2020
- Participated in 5days International faculty development programme on “New age Teaching ‘ Organized by post graduate and Research Department of Commerce & IQAC , Patrician college of Arts and science Chennai, India from 15.06 to 19 06.2020
- Attend 2days Faculty Development Programme on ‘Quality Research in Higher Education Ethics and Institutional support organized by R.K.S.D(PG) College Kaithal Haryana on July 27-28 2020
- Successfully completed six days’ national level faculty development programme on teaching learning practices in 2020 organized by PG and research department of Commerce with computer applications, Hindustan college of Art and Science, Tamil Nadu India from 16 Nov to 21st Nov 2020
- Participated in *Four Days Faculty Development Programme on “pedagogical innovations and experimentation in enhancing learning effectiveness for GEN ALPHA” “Organized by Department of BBA (CA) & BBA LOGISTICS, Hindustan College of Arts and science, Coimbatore. We appreciate your effort. From 04 Feb 2021 to 07 Feb 2021.*

- successfully completed the 5-day online FDP on the theme “Inculcating Universal Human Values in Technical Education” organized by All India Council for Technical Education(AICTE) from 10 May, 2021 to 14 May, 2021. Organized by AICTE
- Attend FDP on innovative pedagogy for effective teaching & E-learning during covid-Era
(One week) from 2nd to 8th June 2021 at IIC, IIMT Colleges, Greater Noida.
- Data Analysis using SPSS with interpretation for social sciences (6days) from 14 July 2021 to 19 July 2021 at ST PAULS COLLEGE, BANGALORE
- Participated in FDP on Digital Teaching methods in Higher Education organised by Hindustan college of Arts and science Tamilnadu India on 23 rd to 28 Aug 2021

RESEARCH PAPERS IN CONFERENCE PROCEEDINGS

1. “Social Marketing is an effective tool of marketing “has been published in the proceeding of national conference on Heuristic approach of marketing in developing economies, ISBN 978-93-83334-01-8page
2. “Role of Education for Nations Development “has been published in National conference proceeding, ISBN: 978-93-83334-97-1page252-254 (Single Author)
3. “A study on Swarnajayanti Gram SwarozarYojna, (SGSY) as tool of Community Participation for Removing Poverty and social injustice-A Case study on Kendrapara District’, Published in National conference proceeding, Contemporary Management Practices: Opportunities and Challenges.ISBN;978-93-83842-42-1,page86-92 (Single Author)
4. “ A Study On, “Odisha as A Destination for Village Tourism: An Aid to Alleviate Poverty” published in proceeding “Make In India- Emerging Trends In Trade & Innovations For Effective Entrepreneurship” (MI-ETTIEE 2015)in collaboration with Ministry of MSME, Government of India on 17th April & 18th April, 2015 (Friday & Saturday) by Rukmani Devi Institute of Advance studies.ISBN-978-93-84869-51-9N page 401-411(Single Author)
5. “Role of NABARD, for the Transformation of Knowledge & Technology to the Farmers to Promote Agripreneurs for Removing Rural Poverty–A Case Study on Kalyni Famers Knowledge Centre of Rajkanika Block” has been published in International Conference “Gray to Green is organizing by Tecnia Institute of Advanced Studies and SRFLIS Foundation 11th and 12th April 2015.ISBN-978-1-63415-230-3.(1st Author)

6. “Stress and Yoga” published in Conference proceedings “ Stress to Steadiness Paradigm Shifts in Causes, Consequences and Interventional strategies for effective Management, on 10th Oct ,2015 held at Tecnia Institute of Advanced Studies –ISBN 978-1-63-102459-7 page 257-259 (Single Author)
7. “Social Media and freedom of Speech and expression”: Its awareness and consequences among college students published in National Conference proceeding Freedom of expression a prerequisite to Democracy organized by Tecnia Institute of Advanced Studies on 12th March 2016 –ISBN:987-1-63535-046-3.page 119-121, (1stAuthor)
8. “Role of Government to create and Nurture Women Entrepreneur through Micro Finances” published in International Conference proceeding, Global Business and Innovative Management: Challenges and Issue organized on Dated 15th April 2017 organized by Tecnia Institute of Advanced studies ISBN-978-93-83263-38-7. (Single Author)
9. “Impact of Social Media on Consumers” published international Conference proceeding, Consumer and Digital World: A Global Scenario organized on 25th Oct 2016 at Tecnia Institute of Advanced Studies. ISBN-978-93-85022-02-9.page 84-89. (1stAuthor)
10. A study on Business ethics and corporate Governance Failure: A case based study on Satyam’s. Published in Conference proceeding “Responsible marketing” organized by Tecnia Institute of Advanced studies on dated 03/02/2018.ISBN:9789383334698. (1stAuthor)
11. An observation on Skill Development and Entrepreneurship Landscape: The National Policy on Skill Development and Entrepreneurship, 2015, to promote Entrepreneurship published in the conference proceeding “prospects and opportunity for a new India ‘organized by ITS Mohannagar on 7th April 2018, ISBN 978-81-928555-4-7. (Single Author)
12. A study on Social Media and Techno Stress” at 33rd National Conference; Advancement in Artificial Intelligence Robotics Solutions for Business.organised by Tecnia Institute of Advanced Studies on 12th October 2018.ISBN 978-93-83762-88-0, (1stAuthor)

OTHER PUBLICATIONS

1. Accounting is the driving force in hospitality industry Published in Education Campus August 2008 issue.
2. Prepared *self-instructional material* BHMT 402 HOTEL ACCOUNTANCY for YashwantraChavan Maharashtra Open University with Vikas Publishing House Pvt. Ltd.

CONFERENCE AND SEMINARS

CONVENE CONFERENCE & SEMINAR

1. Convene National conference “Indian managers and Business Success” on 19th Oct.2013 organized by Tecnia Institute of Advanced Studies.
2. Convene National Conference “Consumer and Digital World: A Global Scenario” on 25th Oct 2016 at Tecnia Institute of Advanced Studies.
3. Convene seminar on General Budget 2018-19 on 06th Feb 2018 at Tecnia Institute of Advanced Studies

PRESENTED PAPER IN CONFERENCE

1. Presented paper in an Interdisciplinary National Seminar on “Emerging trends and issues in Human Rights” on 25th December ,2010 organized by Depts.of philosophy SSLNT MahilaMahavidyalaya ,VinobaBhaveUniversity,Hazaribagh ,Jharkhand in collaboration with R.S More college ,Govindpur, Dhandbad Sponsored by UGC ,Kolkata under the sub theme ‘Children and Human rights.
2. Presented paper in an Interdisciplinary National Seminar on “Empowerment of Tribal women” 23rd December, 2010 organized by Deptt.of philosophy SSLNT MahilaMahavidyalaya ,VinobaBhaveUniversity,Hazaribag ,Jharkhand in collaboration with J.J college ,Jhumriteliya, Dhandbad Sponsored by UGC ,Kolkata under the sub theme ‘Women empowerment- A reality or myth..
3. Presented paper in an Interdisciplinary National Seminar on “Globalization of Education” on 20thDecember, 2010 organized by Deptt.of philosophy SSLNT MahilaMahavidyalaya ,VinobaBhaveUniversity,Hazaribag ,Jharkhand in collaboration with R.S More college ,Govindpur, Dhandbad Sponsored by UGC ,Kolkata under the sub theme ‘GATS And higher Education ; An Indian prospective.
4. Presented paper in an Interdisciplinary National Seminar on “Creating awareness on Human rights and their values among college on integrated personality development and character building” on 21st December ,2010 organized by Department of philosophy SSLNT MahilaMahavidyalaya ,VinobaBhaveUniversity,Hazaribag ,Jharkhand in collaboration with R.S

More college ,Govindpur, Dhandbad Sponsored by UGC ,Kolkotta under the sub theme 'Development of values related to Human rights for all round development of the college students.

5. Presented paper in seminar organized by Rukmani Devi Institute for Advance studies on Role of Gram Panchayat in Rural development on 21 April 2012.
6. Presented paper in international conference GandhiRama on 18 Sept 2012.
7. Presented paper "Social Marketing is an effective tool of marketing". In National conference on Heuristic approach in marketing on 20th Oct 2012 at Tecnia Institute Of Advanced Studies.
8. Presented paper in National conference Education for Nation's Development" on 16th Feb 2013 organized by Tecnia Institute of Advanced Studies.
9. Convene National conference "Indian managers and Business Success" on 19th Oct. 2013 organized by Tecnia Institute of Advanced Studies and presented paper "Management Thoughts from Bhagavad Gita".
10. Presented paper "Stress and Yoga" in National Conference "Stress to Steadiness Paradigm Shifts in Causes, Consequences and Interventional strategies for effective Management, on 10th Oct, 2015 held at Tecnia Institute of Advanced Studies.
11. Presented paper "A study on Swaranjayanti Gram Swarozar Yojna, (SGSY) as tool of Community Participation for Removing Poverty and social injustice-A Case study on Kendrapara District', in National conference Contemporary Management Practices: Opportunities and Challenges. on 17th April. 2014, Organized by Rukmani Devi Institute of Advanced Studies
12. A Study On, "Odisha as a Destination for Village Tourism: An Aid to Alleviate Poverty" in National Conference "Make In India- Emerging Trends In Trade & Innovations For Effective Entrepreneurship" (MI-ETTIEE 2015) in collaboration with Ministry of MSME, Government of India on 17th April & 18th April, 2015 (Friday & Saturday) by Rukmani Devi Institute of Advance studies.
13. Role of NABARD, for the Transformation of Knowledge & Technology to the Farmers to Promote Agripreneurs for Removing Rural Poverty-A Case Study on Kalyni Farmers Knowledge Centre of Rajkanika Block" has been published in International Conference "Gray to Green is organizing by Tecnia Institute of Advanced Studies and SRFLIS Foundation 11th and 12th Apr 2015.

14. "Social Media and freedom of Speech and expression": Its awareness and consequences among college students. Has been presented in National conference, Freedom of expression a prerequisite to Democracy organized by Tecnia Institute of Advanced Studies on 12th March 2016.
15. Convene National Conference "Consumer and Digital World: A Global Scenario" on 25th Oct 2016 at Tecnia Institute of Advanced Studies and presented paper "Impact of Social Media on Consumers".
16. Presented paper "Challenges in Economic Growth and Development" in National Conference of The Indian Economic Association on December 27-29/2016.
17. Presented paper "An Overview on Gender Budgeting: An Emerging Tool towards Empowering the Women in India" in National Seminar on Women's Employment, Entrepreneurship and Empowerment: Sustainable Pathways to Egalitarian Society 30-31st January 2017 organized by The IIS University.
18. Presented paper "Role of Government to create and Nurture Women Entrepreneur through Micro Finances" in International Conference Global Business and Innovative Management: Challenges and Issue on Dated 15th April 2017 organized by Tecnia Institute of Advanced studies.
19. International Conference on Organic Farming for Sustainable Agriculture, organized by Orissa University of Agriculture & Technology, Bhubaneswar dated 02-03 June 2017
20. Presented Paper "Impact of GST On Indian Economy" in the technical Session on GST: Implications for Indian Economy at 70th All India Commerce Conference of Indian Commerce Association organized by Faculty of Commerce and Management, The IIS University, Jaipur, Dated 12-14 Oct 2017.
21. Presented paper "A study on Business ethics and corporate Governance Failure: A case based study on Satyam's. At national Conference "Responsible marketing" organized by Tecnia Institute of Advanced studies on dated 03/02/2018.
22. An observation on Skill Development and Entrepreneurship Landscape: The National Policy on Skill Development and Entrepreneurship, 2015, to promote Entrepreneurship presented in "prospects and opportunity for a new India" organized by ITS Mohan Nagar on 7th April 2018.

23. Presented paper on: A study on Social Media and Techno Stress” at 33rd National Conference; Advancement in Artificial Intelligence Robotics Solutions for Business.organised by Tecnia Institute of Advanced Studies on 12th October 2018.ISBN 978-93-83762-88-0
24. Presented in the international conference -2019 Convergence of Social Innovation and Digital Transformation in Business (ICCSIDBT-2019)organized by Institute of Technology and Science, Mohan Nagar,Gaziabad on 5th and 6th April 2019 “Balance scorecard role in competitive advantage of Indian Banking Sector.
25. Presented paper “A systematic study on Sustainable Development Goal(SDG) in International conference Innovation and sustainable Development in Science social science, management and technology(ISDSSMT-19) Organized by DMI s.tedgeneUniversity LUSAKA ZAMBIA On 8th April 2019.
26. Presented paper “Analysis of Consumer Online Buying Behavior –An Exploratory Factor Analysis Approch.at 72 All India Conference and International Seminar from 22th to 24December 2019 organized by KIIT UniversityBhubaneswar.
27. Presented paper ‘ An Empirical Analysis on Impact of Self Employment Programme on Employment Generation, Living standards and Saving Habits of SHG Members on MaaDakhinakali SHG has been presented in the internal conferencewas held in turkey and selected for publication at **7th InTraders Event on 25-26 May 2022, International Balkan University, Skopje**

PARTICIPATED IN CONFERENCE

1. Attained the inaugural India International Hotels Travel and Tourism conference on 21st January 2011 and Research workshop on Research environment on emerging research scholars, Organized by BanarasidasChandiwala Institute of Hotel management and catering technology, New Delhi with the University of Waikato, NewZealand.
2. Participated in NationalConference Democratization of Communication on 23rd November 2012 in Tecnia Institute of Advanced studies.
3. Participated in National conference Information Communication and Computer Networks on 6th April 2013 organized by Tecnia Institute of Advanced Studies

4. Participated in National conference 'Impact and Penetration of Mass Media Campaignon political, Social and Disaster Management "on23rd Nov 2013 Organized by Tecnia Institute of Advanced Studies.
5. Participated in National conference 'Technology for Advanced Application for Education on 22nd March2014 Organized by Tecnia Institute of Advanced Studies.
6. Participated in International Conference, Content to Connectivity on 11-12th April, 2014 jointly Organized by Tecnia Institute Of Advanced Studies and SATIJA Research Foundation For Library Information Science.
7. Participated in the National Conference on, Leadership and Management in the era of Emerging Markets on 10th Oct 2014 organized by Tecnia Institute of Advanced Studies.
8. Participated in the National Conference on" Global Trends and Issues in Media Communication" on 21st November 2014 organized by Tecnia Institute of Advanced Studies.
9. Participated in National Conference" Big Data and Web Intelligence Analytics organized by Tecnia Institute of Advanced Studies on27th Feb 2015.
10. Participated in National Conference "Cyber security issues and Challenges" Organized by Tecnia Institute of Advanced Studies on 26th Feb 2016.
11. Participated in National Conference "Digital Technology to Digital Economy Organized by Tecnia Institute of Advanced Studies on 17th February 2017.
12. Participated in the knowledge sharing programme on Experimental Learning-Models And practices at IBS Gurgaon Campus on August 31 st ,2019
13. Participated international conference on shaping Knowledge societies through Higher Education on dated 15 to 16 June 2022 jointly organized by chebu Technological University chebu Philippines ,Christ University Delhi NCR and Global ethics.netIndia .

WEBINAR

1. Participated in "Accounting,Taxation &Finance: TheDigital disruption" organized by Asia Pacific University Malaysia on April 9,2020
2. Participated in Webinar on Mutual funds and Tax planning on 3rd May organized by Jaipuria School of Management.

3.Participated in National webinar “ Importance of e- Commerce & e- marketing in present situation on 15 May 2020 organized by Govt. P.G College,Pipariya MP

4.Participated in NAAC awareness programme for faculty organized by MarathwadaMitraMandal Institute of Technology (MMIT),lahgaon ,pune-47 on 8th May-15 May 2020

5.Participated in the National webinar on ;Use of Tools in Research Workflow organised by the Department of Commerce University of Madras ,Chennai and Elsevier on 5th May 202

6.Participated in the National level webinar titled GST in India ; practical Implications conducted on 17th May 2020 by PG Department of Commerce ,Trinity College Jalandhar

7 Participated in National level Online webinar on Doctoral Thesis key component and Research skills and Research funding opportunities :in India and Abroad organised by IQAC & Research Cell on 14th May 2020.

8. participated in the webinar on Covid -19 and future Employability organized by Kerala Institute of Cooperative Management on 06/06/2020

9Participated in national webinar on “Creative writing of research proposals and articles organised by department of physics AdikaviNannaya university Rajamahendravaram on 4th June 2020

10. Participated in E-Summit on “ progressing in Covid-19 world ,The new Normal Session led by IIM Alumni” Organized by Institute of Technology and Science Ghaziabad on 7th of June 2020.

11.Participated in International Webinar **Covid 19 - Rebuilding and Resuming Resilience** organized by the Department of Psychology (UG) on 26 June 2020 ST AGNES COLLEGE AUTONOMOUS) MANGALURU-575002

12. Participated in webinar NAAC Assessment and Accreditation process held on July 14 2020.organised by Yogi Vemana University Andhra Pradesh ,India

13 Attend one Day e- conference on " Environment in the age of COVID 19"On 9th May 2021Organized by Friends of EnvironmentIndia and Deccan EnvironmentalResearch Organization(DERO)

QUIZ

1. Participated in national level mental eligibility challenge 2020 on 27 /04 2020 ,organized by shreeChandrababhu Jain college Minjur
2. Participated in General awareness quiz on COVID-19 organised by Department of computer sciences and Website Team R.K.S.D (P.G) College Kaithal
3. Participated in E-quiz on Research Methodology on 2nd May 2020 with passing score 63 percent organized by Rai University
4. Participated on Quiz contest exploring elearning Resources organised by PG and research Department of computer science for enhancing knowledge in E-Learning domain on 11th May 2020
5. Participated in the National level E-Quiz for NET/SET Aspirants in Commerce organized by Research Centre ,Department of Commerce sriParamakalyani College ,Alwarkurichi on 14 May 2020
6. Participated in quiz Indian economy –yesterday ,Today and tomorrow organisedf by Department of Econimics on 18 May 2020
7. Participated in COVID -19 pandemic general awareness quiz on 25 May 2020 organized by Vijay Institute of Pharmaceutical sciences for women
8. Completed National Level E-Quiz on Entrepreneursip : Organized by the Department of Management ,Noorul Islam College of Arts and Science Kumara coil during 28/05/ 2020 to 31 .5 2020
9. Completed National Level E-Quiz on Banking : Organized by the Department of Commerce ,Noorul Islam College of Arts and Science Kumara coil during 2505 2020 to 30 .5 2020
10. Participated and successfully completed online course on Introduction to Cyber Security on 20 may 2020 and secured 90 percent .
11. Participated in online e quiz “World No Tabaco Day Awareness organized by NS.S on 31st May 2020
12. Participated in E Quiz on Impact of Covid 19 on Indian Economy organized by the Department of Economics ,Nirmala College for Women Coimbatore on 30May 2020 with passing score of 100 percent,

13. Participated on two days online awareness Test on Researchmethodology for social science organized by International Quality Assurance Cell (IQAN) and school of Commerce, Chennai on 15th May 2020 to 16th May 2020

References:

1. Dr. TapanBiswal –Professor University of Delhi--tapanbiswal@rediffmail.com- 9811921618
2. Dr M. Altaf Khan –Professor JamiaMilliaIslamia –draltafjmi@gmail.com-9818456796

Personal Details

| | | |
|-------------------|---|----------------------------|
| Name | : | Dr. Namita Mishra |
| Date of Birth | : | 16 th June 1979 |
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| Religion | : | Hindu |
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Dr. Namita Mishra

Date 07 Sept 2022

