

**CMA(Dr.) Namita Srivastava**  
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## **1. Brief Profile**

Dr. Namita Srivastava is MBA with a specialization in Finance, M.Sc. in Applied Mathematics, and Certified Cost and Management Accountant. She is awarded Ph.D. from Lucknow University. Presently she is working as an Principal, UG Program at ICCMRT (Institute of Co-operative and Corporate Research and Training), Lucknow. She has written a book on Financial Services, published numerous research papers in UGC Care, Scopus, and peer-reviewed journals, and contributed 6 chapters in edited books. She has presented many papers at National and International seminars and conferences. With a wide experience of around 20 years in teaching, research and academic administration she is also a research guide for Ph.D. and PG students in various Universities. She has expertise in the area of Accounting, Financial Management, Capital Market, etc.

## **2. Designation**

Principal (UG Program)

## **3. Educational Qualifications**

Ph.D., CMA (Certified Cost and Management Accountant, MBA (Finance), PGDM(Finance), M. Sc. (Applied Mathematics), CTFC From BIRD (NABARD), Lucknow

## **4. Work Experience - 22 Years**

- Presently working as Principal of Under Graduate Program, Affiliated with Lucknow University at ICCMRT, Lucknow
- Worked as Officiating Principal of Undergraduate Courses BBA and B.Com (Hons) from 2018 till 16 March 2023 at ICCMRT

- Worked as Associate Professor at ICCMRT (Institute of Co-operative and Corporate Management Research and Training) Established by Govt. of Uttar Pradesh and affiliated to A.K. Technical University since March 2012 till 16 March 2023
- Worked as Assistant Professor at Institute of Environment & Management, Lucknow (Affiliated to A.K. Technical University, Lucknow) from October 2000 to March 2012. Worked as HOD, MBA Program from 2009-2012.

## 5. Publications --

### Books Published---

An Introduction to Financial Services, I 978-93-83138-74-6, New Royal Book Company (ISSR approved publisher of academic books),

### Chapters Contributed in Books

S.N O.	TITLE	PUBLICATION TYPE	BOOK ISBN	PUBLISHER
2.	Contributed chapter in edited book titled "Mutual Funds in India; Role in Economic Development. 182-194,	National Book titled "Emerging Practices and Challenges of Finance in 21 <sup>st</sup> Century",	ISBN:978-85000-79-9,	Bharti Publication, New Delhi
3.	Contributed chapter in edited book titled "Role of Human Resource Practices on Employee Retention and Employee Satisfaction in FMCG Sector	National Book Titled "Changing Dimensions of Human Resource Management	978-93-90238-58-3	Asian Press Books, Kolkatta

4.	Contributed chapter in edited book titled “ Factors Contributing Customer Satisfaction Leads Customer Delight in Insurance Sector”	National Book Titled “The Psychology of Marketing”	978-93-90238-59-0	Asian Press Books, Kolkata
5.	Contributed chapter in edited book titled “ Employees Health and Safety Issues: Relation with Employee Commitment and Employee Retention”	International Book Titled” Multidisciplinary Subjects for Research- III, vol 1.	978-1-716-74325-2	Red Shine Publication Pvt.Ltd.
6.	Contributed chapter in edited book titled “Economic Slowdown in India and Globally due to Pandemic: Challenges and Prospects”	National Book Titled” How to Succeed in Difficult Economic Scenario”	978-81-949622-2-9	Edge India Publishing
7.	Co-operative banks as Microfinance Institutions in India with special reference to DCCBs	Multidisciplinary Approach in Research (Vol-22)	978-91-988207-5-1	Red Shine Publication Pvt.Ltd.India

### Articles Published----

S. No	Title of the Paper	Journal Name	ISSN No.	Indexing and Impact Factor
1.	The Impact of Religious Tourism on Local Economies: An Empirical Analysis	International Journal of Tourism Policy	17504090	Scopus Inderscience Publication (Under Review)

2	An Empirical Analysis of Performance Measurement and Market Timing Ability of Fund Manager in an Unprecedented Economic Environment in India Vol 13, No.2, January Issue 2023, Pg. 4251-4265,	Res Militaris	2265-6294	Scopus
3	Critical Evaluation of Blake and Mouton's Managerial Grid: A Study of Employees of IT Sector in India, , Vol. 6, No. 2, 2022, Pg. 145-157	Int. J. Social Entrepreneurship and Innovation	1759-0264	Inderscience Publication Google Scholar
4.	An Analysis of Laws concerning digital privacy, Volume XI (2023) Issue 4s, Pg. 270-277	Russian Law Journal	2312-3605	Scopus Q2, ESCI
5.	Impact of Covid-19 Pandemic on Students  Psychology: (A study of students pursuing Higher Education in India), Volume- 12 Issue-03, March 2022.	Dogo Rangsang Research Journal	2347-7180	UGC Care group I, Crossref, DOI
6.	Talent management factor as a key factor in employee engagement: A mediating effect of job satisfaction, vol63, no.6,2020	Solid State Technology	0038-111X	SCOPUS
7.	Factors determining the ACABC Training Effectiveness in creating Agri-Pre-nure., Vol.7, Issue 26, (April –June 2020),	Shodh Sarita	2348-2397	UGC- Caregroup I
8.	A critical appraisal of the need of financial literacy for financial inclusion (a study with respect to India) Vol.5, Issue 4 (April 2018),pp 100-108 <b>UGC NO.-64612</b>	Commonwealth Journal of Commerce & Management Research, UGC & ISI Indexed	2393-851X	Refereed Impact Factor: 4.382
9.	FDI and Its Impact on Economic Factors (An empirical study with respect to India) Vol. 7 Issue 9, September- 2017, pp. 450~457  , <b>UGC NO.-48858</b>	International Journal of Research in Economics and Social Sciences (IJRESS),	2249-7382	Impact Factor: 6.939 Google Scholar, SSRN

10.	Measuring Financial Performance of Pharmaceutical Industry in India: An Empirical Study”, vol 5, issue XI, pp. 2843-2850, November 2017. <b>UGC NO. 45842</b>	“IJRASET, International Journal for Research in Applied Science and Engineering Technology	2321-9653	Impact Factor-6.337,  Google Scholar
11.	Global Stock Market Integration with India: A Study of NASDAQ and BSE”, Vol.4, Issue 5, October 2017, pp. 155-159, <b>UGC NO-68188</b>	IJAETS-Journal for Research in Applied Sciences	2394-8442	Impact Factor 5.2. Google Scholar, Research gate Thomson Reuters
11	"FDI and its impact on developing economy ( An empirical study with respect to India" ,Volume-04 Issue-09, pp-619-629, September 2017, , <b>UGC NO.-44839</b>	IJAERD International Journal of Advance Engineering and Research Development	2348-4470	Impact Factor 4.2  Crossref Google Scholar
12.	Measuring Leverage of Indian Companies: An Empirical Analysis (A Study of Cement Companies) Volume 7, Issue 10, 8 October 2017, page no. 95-998, <b>UGC NO-48542</b>	International Journal of Research in Management, Economics and Commerce",	2250-057X	Impact Factor: 6.384 Google Scholar
13.	Human Resource Accounting: An Strategic Approach to Corporate Excellence, vol2, issue 5, April 2014, pp 423-428 <b>UGC NO. 45842</b>	International Journal for Research in Applied Science and Engineering Technology (IJRASET)	2321-9653	IF- 6.335  Google Scholar
14.	Performance evaluation of Mutual funds in India in a post Rescission era- An empirical Investigation, vol 3, PP 14-19, no. 7, 2016 <b>UGC NO.4894</b>	The International Journals- Research Journal of Economics and Business Studies, RJEBS,	2251-1555	Indexed IF-5.185
15.	Indicators of financial performance of Equity Linked Saving Schemes in India: An empirical analysis, vol 2, issue 4, March 2014, pp 244-250 <b>UGC NO. 45842</b>	International Journal for Research in Applied Science and Engineering Technology (IJRASET)	2321-9653	IF- 6.335 Google Scholar

16.	Gender preference by parents: An empirical study on rural and urban India,,Vol 10, issue , feb 2013, pp 23-35, <b>UGC NO.- 47496</b>	Gurukul Business Review (GBR)	0973-9262	Refereed IF- 0.65 Index-SCIE
17.	A comparative performance evaluation of public and private sector mutual funds in India in a postliberation era, Vol-6, No.1&2, June 2011, pp 87-107 <b>UGC NO-63242</b>	ARTH ANVASAN-a biannual refereed journal of Shri Mata Vaishno Devi University, College of Management,	0973-8193	Refereed
18.	Investment behavior of urban household Investors in India, Vol-33, Year-10, page No.- 57-62, April-June, 2011 <b>UGC NO.- 63540</b>	CHATTISGAR HVIVEK	<b>0972-9909</b>	
19.	Money market instrument in India-A study with respect to Commercial paper, <b>vol.44,no. 04,PP 286-292, April 2009. UGC NO-47247</b>	The Management Accountant,	<b>0972-3528</b>	Refereed
20.	Analysis of Financial inclusion by commercial Bank in India". <b>Vol 2, issue 6, June 2016,, pg no.82-84.</b>	International Journal of Commerce and Management Research	<b>2455-1627</b>	I F-5.22 Google Scholar
21.	"Women empowerment: A key factor to economic development: A Comparative study of Rural and Urban India, vol.6, issue no. 6, June 2016	International Journal of Engineering Science and Commuting IJESC	2250-1371	IF-5.61 Google Scholar
22.	Impact of Currency Future US Dollar Trading in Metal Market: An Indian Experience Vol.3, No. 10, Oct 2014, pg. 33-43	Asia Pacific Journal of Marketing and Management Review- APJMMR	2319-2836	IF-.645 Indexing— SIJF
23.	Gender Disparity in Education in Modern India, Vol.III, Issue I, Jan 2015	SCHOLAR WORLD-IRMJCR	2320-3145	Refereed IF-3.552 Accademia

24.	Education: A Path To Women Empowerment-Issues and Challenges, Vol.4, Issue 10, article no-6, OCT. 2014, pg. 1007-1013	International Journal of Management Research and Review- IJMRR	2249-7196	IF-0.365  Google Scholar
25.	BTT: an approach to tax reform in India: Clinical Review, Vol 5, Issue 12, Dec 2014, pp.117-23	International Journal of scientific and Engineering Research	2229-5518	IF- 3.2 Google Scholar
26.	Leverage Decision and Profitability of IT Companies in India, vol.4, issue 7, July 2014, pp-139-145	Asian Journal Of Research In Banking and Finance	2249-7323	IF- 3.53 Google scholar
27.	Capital structure and financial performance: An empirical study of pharmaceutical companies in India, vol-13, issue 2, 2013	Management Today	0973-5550	Refereed
28.	A study of comparative performance of Debt and Equity funds in India Jan- Mar issue, 2014, Pp 807-813	International journal of Entrepreneurship and Business environment perspectives,	2279-0918	IF- 5.842  ICI, SIJF
29.	Performance evaluation of mutual funds in India in a post liberation era- An empirical Analysis Vol 6, no 1, July- Dec 2010	Gumbad Business Review	0973-6158	
30.	Performance measurement of mutual fund industry in India in a post liberation era” Vol.1(2010), issue 8 ,2010, 46-52	International Journal of Research in Commerce and Management,	0976-2183	Google Scholar DOAJ, Research gate
31.	Liquidity Management -A Case Study of Ranbaxy Laboratory Ltd vol 9, issue 2, Mar-Aug 2009	Management Today	0973-5550	Refereed
32.	Consolidation in Indian Banking Industry- A need of an hour, vol 3 no.2, July-Dec 2008	Business Review, Research journal of The institute of business administration, Karachi,	1990-6587	Crossref DOAJ

## 6. Training Programmes / FDP attended ---

<b>Name of the course</b>	<b>Sponsoring institution</b>	<b>Duration</b>
FDP	Human Behavtics Pvt, Ltd	16 Feb-21 Feb,2023
MDP	IIMT College, Greater Noida	31, Jan, 2023
FDP	Institute of Management Studies, Ghaziabad	02 Nov-06 Nov,2020
FDP	Edge India Publishing Private Limited	26 Oct-01 Nov,2020
FDP	Institute of Management Studies, Ghaziabad	27 July-31 July, 2020
FDP	Amity University	1 July-7 July, 2019
FDP	AICTE sponsored	10-14 June, 2008
FDP	AICTE sponsored	8 <sup>th</sup> to 10 <sup>th</sup> August, 2009
FDP	IEM, Lucknow	24 <sup>th</sup> December 2009
FDP	MLRSM , Lucknow	19 November 2010

## 7. Achievements / Awards---

- Meritorious Student of the Year award -Institute of Cost Accountancy of India. 1999, 2000.
- R. K. Singh award -Institute of Cost Accountancy of India, 2000.
- National Merit Scholarship at High School & Intermediate level.

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