

Dr. Nivi Srivastava

Contact Number: 9452040091 / 6388055119

Email Id: nivisrivastava@iccmrt.ac.in

ns.iccmrt@gmail.com



Brief Profile

Dr. Nivi Srivastava presently working as an Assistant Professor, ICCMRT, Lucknow has a Master's degree in both Business Administration and Economics. She has Qualified NET three times with JRF also along with Doctoral degree from University of Lucknow. She was the winner of prestigious Merit scholarship award for achieving academic excellence during her post-graduation (Business Administration). She was also the winner of certification of appreciation for securing Highest Marks in her graduation. She has a wide experience in teaching, research and academic administration over a period of more than Twelve years. In addition she has got several research papers published in national and International journals. She has presented many papers in national and international conferences.

Designation

Assistant Professor (MBA Programme)

Educational Qualifications

- ✚ Ph.D., from Dept. of Applied Economics, Lucknow University, Lucknow, Title of Research: "Consumer's Perspective on Labelling for Packaged Food Market in India (with special reference to NCR)".
- ✚ M.B.A, Amity Business School, Amity University.
- ✚ MA (Economics) Distance learning, from Annamalai University.

Work Experience

- ✚ Assistant Professor, Management Program, ICCMRT, Indira Nagar, and Lucknow from 20 Feb 2020 to till date.
- ✚ Assistant Professor, Department of Rural Management, School of Management Sciences, BabaSaheb BhimRao Ambedkar Central University, Lucknow from 9 September 2019 to 28 Jan 2020.

- ✚ Senior Research Fellow (UGC-SRF), Department of Applied Economics, Faculty of Commerce, University of Lucknow, Lucknow 28 Oct 2013 to 31 August 2019
- ✚ Assistant Professor (Management), ICCMRT, Indiranagar, Lucknow 22 July 2010 to 21 July 2012.
- ✚ Research Editor (Marketing), T Publications, 1 July 2009 to 21 July 2010.

Publications

- ✚ Paper titled “The Impact of Religious Tourism on Local Economies: An Empirical Analysis”, in International Journal of Tourism Policy, 1750-4104, , Indexed in Scopus. Inderscience Publication, (Under Review).
- ✚ Paper titled “An Empirical Analysis of Performance Measurement and Market Timing Ability of Fund Manager in an Unprecedented Economic Environment in India”, in RES MILITARIS, Vol 13, No.2, January Issue 2023, Pg. 4251-4265, in RES MILITARIS, 2265-6294, Indexed in Scopus.
- ✚ Paper titled “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, Indexed in Inderscience Publication, Google Scholar.
- ✚ Paper titled “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.
- ✚ Paper titled “Effect of Socio-demographic characteristics on usage and non-usage of food labels during purchase of packaged food In India”, Volume 23, Issue 3, Ser. IV (March 2021), PP 25-32, IOSR Journal of Business and Management (IOSR-JBM), 2278-487X, Peer reviewed ,Refereed Approved by UGC.
- ✚ Paper titled “Encumbrances in Digitalization of Education: A Schema of NEP”., Vol.7, Issue 26, (April –June 2020), Management Journal of Advanced research, 2583-1747, Peer reviewed ,Refereed Approved by UGC,
- ✚ Paper titled “Management and Qualities of Manager: Learning’s from Srimad Bhagvad Gita”, Vol no 11, 2021-2022, Sanshodhan, 2249-8567, Peer reviewed National level indexed, open access research journal

- ✚ Paper titled “Buying Behavior of Packaged food based on the information provided in labels across various Socio Demographic profiles of Consumers”, Volume 4, Issue 4, pp.1009-1018, April 2019 , Research Review, International journal of Multidisciplinary, 2455-3085, (UGC Listed), Journal No.44945, Peer-reviewed Journal,
- ✚ Paper titled “Effect of Food Labels on Consumer Buying Behaviour of Packaged food Products: a Comparative study of Male-Female in NCR, India”, Volume 5, Issue 4, pp.478-482, October 2018, International Journal of Research and Analytical Reviews, 2349-5138, UGC Approved Journal No: 43602(19),International Peer Reviewed & Refereed Journal
- ✚ Paper titled “Reality of productivity and inclusiveness of services sector growth in India”, Vol-6, Issue 2, Feb 2016 Social Sciences, 2249-7382, Impact Factor: 7.077, Scopus ID: 2B49398203E6C8AF, Google Scholar
- ✚ Paper titled “Effect of Food Label Information on Consumer’s Purchase Decision”, Vol-11, No-11, Jul 2015, ACME Intellects International journal of Research in Management Social Science & Technology. 2320-2939, Impact Factor 4.2, Crossref Google Scholar
- ✚ Paper titled “An Analysis of Corporate Social responsibility in the context of Indian Organization”, Sanshodhan, 2249-8567, National level Annual Research Journal (Peer reviewed).
- ✚ Paper titled “Analysis of Nutritional Information Disclosure on Labels of Milk Based Malted Health Drinks in India”. Vol-6, No-1, pp 61-69 Jul 2013. Integral Review – A Journal of Management. 0974-8032, J-GATE AND EBSCO, Google Scholar.

Book Chapter Publications

- ✚ Chapter entitled “Foreign Direct Investment in Indian Retail Sector-A Swot Analysis”, Research Proceedings of International Seminar, Global Opportunities & Challenges for the Emerging Indian Economy, ISBN No.978-93-5258-519-9.
- ✚ Chapter entitled “Women Entrepreneurship in India: Problem & Prospects”, Entrepreneurship Development (New Dimension); book proposal, 978-93-84144-91-3.

- ✚ Chapter entitled “Professional Management practices in Co-operative Banking Sector in India” ,SDG9: Industry, Innovation and Infrastructure, ISBN: 978-81-962299-1-7.
- ✚ Chapter entitled “Atma Nirbhar Bharat: A Descriptive Study of the Government of India's Policy and Programs, Entrepreneurship and a Self-Reliant India: The Road Ahead Infrastructure, ISBN: 978-81-960738-1-7.

Training Programmes / FDP attended

- ✚ Participated in 1 week International Advanced Research Methodology Workshop on Analytical techniques for Social Sciences & Humanities Research held on November 13th to 19th, 2014 at Department of Applied Economics, Faculty of Commerce, and University of Lucknow.
- ✚ Participated in International Workshop on Responsible Management Education, Organized by Department of Business Administration in association with United Nations Global Compact Principles for Responsible Management Education (PRME) Secretariat, New York on January 13th 2014.
- ✚ Participated in 1 week Faculty Development Programme on Technology based Research Methodology and Data Analysis, held on 26th October to 1st November, 2015, Organised by Department of Commerce, Faculty of Commerce, University of Lucknow.
- ✚ Participated in 1 week Faculty Development Programme on Personality Development, Communication Skills and Teaching & Research Aptitude, held on 24th September to 30th September, 2016 ,Organised by Department of Applied Economics, Faculty of Commerce, University of Lucknow.
- ✚ Participated in 1 week Faculty Development Programme on Short Term NEP Programme 2020, by UGC-Human Resource Development Centre (HRDC) held on 24th March to 30th March 2022, Organised by Department of Business Administration (LUMBA), Faculty of Commerce, and University of Lucknow.
- ✚ Participated in Five Day International Faculty Development Programme on “Rethinking Teaching Pedagogy in Commerce and Management “held from 3-7 July 2023, at Sushant University, Gurugram ,India.

Achievements / Awards

- ✚ Qualified National Eligibility Test three times and awarded with JRF/SRF by University Grant Commission.
- ✚ Awarded with Merit Scholarship Award for Outstanding Academic Performance in MBA by Amity Business School, Amity University.
- ✚ Certification of appreciation for securing Highest Marks in Lucknow University Examination.