

Dr. Nidhi Singh

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Dr. Nidhi Singh is currently working as Assistant Professor in ICCMRT, Lucknow. She has completed her PhD from University of Lucknow in Business Administration department on the topic Impact of Communication technology on Human Development with Special Reference to Smartphone. She qualified for Lectureship with Scholarship ((UGC NET-JRF) in the year 2011 in management. She did her MBA (HR & MKTG) from Gautama Budh Nagar Technical University now Known as AKTU. She has done M.Com from RMLAU. She has worked in Lucknow University as subject expert during her research work and as an Assistant Professor in IMRT, Lucknow. She has also presented papers in various national and international conferences, Published paper in various journals and chapter in edited book. She is expert in teaching HRM, PPM, OB, Communication, I.T, Operations and other General management Subjects.

Designation: Assistant Professor

Educational Qualifications

- PhD, University of Lucknow UGC (NET-JRF) 2011
- MBA
- BCA
- M.com

Work Experience

- Assistant Professor at ICCMRT from August 2021

- Former Assistant professor in IMRT, Lucknow from July 2018 to August 2021.
- Former Subject expert during JRF in Business Administration Department of Lucknow University June 2012 to June 2017

Publications

Books Published

The book titled “ Training and Development at DLW Varanasi” -Dr. Nidhi Singh Communicated and under publishing

Chapters Contributed in Books

Chapter Published In Edited Book

1. Education is a Right- but still beyond the reach of many pg no. 95-104, Girl Education: Still Miles To Cover 978-93-5128-179-5 Vol. I (Sub Title Girl Education: Understanding the Status and Gender Issues) 978-93-5128-176-4
2. Communication Technologies and Farmers, pg. no. 417- 426, Agriculture Technology for Sustaining Rural Growth ISBN 978-81-7622-381-2, Editors: Sudhir Kumar Rawat And Sarju NarainPublished by:- Biotech books New Delhi
3. Perception of Academician towards Usage of Communication Technology, pg no 92- 103, The book titled "Technology for Transforming Education - Emerging Trends and Issues" ISBN: 978-93-5125-253-5, Publisher - Concept Publications, New Delhi)
4. Encumbrances in mcommerce: a demographic context, The book titled “ M-Commerce: Experiencing the Phygital Retail, Published-AAP
5. Digital Divide and Atmanirbhar Bharat, AATM NIRBHAR BHARAT: ECONOMIC DIMENSION & INCLUSIVE GROWTH, pg no.252-260, 978-93-91248-27-7, MKSES PUBLICATION

Articles Published

1. Human Development in India ,Conference Proceedings, Human Development in Developing Nations Swami Sukhdevanand P.G College Shahjahapur,pg no56-64 ISBN No.978-81-910666-6-1
2. “Challenges for Women Entrepreneur in India”International Journal of Engineering and Management Research, IJEMR/V-7/I-2/23/2017, Volume-7, Issue-2 of March-April 2017.[SSRN\(ELSEVIER\) Indexed](#), ISSN (Online): 2250-0758,133-136
3. Antecedents of compulsive buying behaviour: A case of Indian adolescents,International Journal of Advanced research in computer science and

- management studies,Volume-7,Issue-4 (April 2019),**UGC Listed**, Pg-141,2321-7782
4. Role of Capacity building in export performance in India,International Journal of Advanced research in computer science and management studies,Volume-7,Issue-8(August 2019),**UGC Listed**,Pg-36
 5. Impact of Organisational Culture on work-life-balance,International Journal of Research Publication and Reviews,Volume-1, Issue-8 (December 2020),2582-7421,Pg-264
 6. Factors Implicated in Smartphone Usage Distressing Individual, ISSN (Online): 2250-0758,International Journal of Engineering and Management Research,Volume-11, Issue-3 (June 2021),**SSRN(ELSEVIER) Indexed**,<http://ssrn.com/abstract=3870998>,Pg-141
 7. Encumbrances In Digitization Of Education: A Schema Of NEP,Management Journal for Advanced Research,Vol-2, Issue-3: June 2022,2583-1747,**SSRN(ELSEVIER) Indexed**,PG-5-9.
 8. Communication Technology and Digital Divide,International Journal of Research Publication and Reviews,Volume 3 Issue 8, 2022,2582-7421,**SSRN(ELSEVIER) Indexed**
 9. Scrutinizing Stressors Urged By Smartphone: A Clustering Outlook,Journal of educational and social research,**Volume-8 Issue-4,2022(SCOPUS and SCIMAGO Indexed)**,Pg 40-52

Training Programmes / FDP attended

1. RESPONSIBLE MANAGEMENT EDUCATION, Department of Business Administration, Lucknow University, 13 January 2014
2. Analytical Techniques For Social Science And Humanities Research, Department Of Applied Economics University Of Lucknow, Lucknow, 13-19 November 2014
3. NEP,2020,Department of Business Administration, Lucknow University, 24-30 March 2022
4. Publishing in World Class Journal,Department of Business Administration, Lucknow University

Seminars / Workshops / Conferences attended

1. Education and Women Empowerment in Uttar Pradesh,5-7 March 2014, Women Empowerment towards Gender Equality,Khwaja Moinuddin Chishti Urdu, Arabi- Farsi University in collaboration with Government of Uttar Pradesh and OXFAM, India
2. Education Stabilization in Uttar Pradesh, India: Past, Present and Future Directions,28-29 March 2014, Developed India: Vision 2020,Department of Commerce, University of Lucknow

3. Status of Women in India past and present,29-30 March 2014, Challenges and Prospects of Indian Culture in Present Times, Department of Sociology, Banaras Hindu University, Varanasi
4. Education: A Challenge for Women Entrepreneur In Uttar Pradesh, India,5-6 April 2014, Contemporary Entrepreneurship: Issues and Challenges, Department of Commerce and Management, National P.G College Lucknow
5. Gender Inequality in Education: Obstacle for Teachers to Fight Against Violence ,8-9 December 2014, Violence against women: Role of Academia, Media & Social Activists in creating awareness, Awadh Girls' Degree College Lucknow
6. Violence against women and the role of media in the prevention of violence against women,8-9 December 2014, Violence against women: Role of Academia, Media & Social Activists in creating awareness, Awadh Girls' Degree College Lucknow
7. Impact of Globalization on education in India,16-17 December 2014, Development Challenges In Developing Nations During Post Globalization Period: Social Science Perspective, Babasaheb Bhimrao Ambedhkar University Lucknow
8. Post Independence Literacy Status of India,27-28 February 2015 Paper presented in Census Dissemination Workshop, G.B Pant Institute of Social Science and University of Allahabad
9. Challenges for Women to be empowered in, India,18-19 March 2016 Business and Public Policy, Integral University, Lucknow
10. Digital Divide: Problem for Human Development,26-27 February 2015, Human Development in Developing Nations, Swami Sukhdevanand P.G College Shahjhapur
11. Indian Women Down the Ages,19 August 2015, Multiculturalism: Relevance in Present Scenario Management and Research Institute in collaboration with European Academic Research