



## **DR. SHREEJA KURUP**

**DESIGNATION:** ASSISTANT PROFESSOR, FACULTY OF COMMERCE & MANAGEMENT

**ACADEMIC QUALIFICATION:** Ph.D.(COMMERCE), UGC- NET, MH-SET, M.Com., M.A. (Eco., Pub. Admn.), P.G.D.I.R.P.M.

**WORK EXPERIENCE:** 14 YEARS

### **Research Contribution**

#### **Paper Published in International & National Journal**

- Impulsive Credit Card Purchases and Debt Trap, National Journal of Commerce, Management and Social Sciences, 'Anveshika', Vol. 1, Green Heavens Institute of Management and Research, Nagpur, 2015-2016, ISSN: 2454-4280.
- CSR Activities for Social Welfare undertaken by L&T Nagpur, Paper published in International Journal for Emerging Trends in Engineering & Management Research, IJETEMER Journal, Vol 2, Issue 2, June 2016, ISSN: 2455-7773.
- Role of Educational Institutions in fostering Entrepreneurship in India, National Journal of Commerce, Management and Social Sciences, 'Anveshika', Vol. 2, Green Heavens Institute of Management and Research, Nagpur, 2016-17, ISSN: 2454-4280.
- A Study on Consumer Preference Towards Shampoo Brands in Nagpur City, Research Journal, Vol. 13, No. 1, L.A.D. College for Women, Nagpur, 2017, ISSN: 0974-0317.
- A Study on Stress Management of U.G. Level Teachers in Nagpur City, Research Journal, Vol. 14, No. 1, L.A.D. College for Women, Nagpur, 2018, ISSN: 0974-0317.
- Skill Development Initiatives for promoting Women Entrepreneurship, IOSR Journal of Engineering (IOSRJEN), Tulsiramji Gaikwad-Patil College of Engineering and Technology, Nagpur, December 2019, ISSN (E): 2250-3021, ISSN (P): 2278-8719.
- A Study on Impact of Facebook Marketing on Consumer Buying Behaviour towards E-Commerce Websites in Nagpur City, Journal of Interdisciplinary Cycle Research, an UGC - CARE approved Group II Journal, November 2020, ISSN: 0022-1945.
- Big Basket: E-Grocery Brand Serving Consumers Amid Covid 19 Pandemic, International Peer-Reviewed Indexed Research Journal, Issue No. 308, B.Aadhar Peer-Reviewed & Refereed Indexed Multidisciplinary International Research Journal, August 2021, ISSN: 2278-9308, SJIF Impact Factor: 7.675.
- Stress management strategies for adolescents during exam season, Research Journal, Volume 17, No.1, L.A.D. College for Women, Nagpur, 2021-22, ISSN: 0974-0317.

### **Paper Published in International/National Conference proceedings**

- Investing in Women Education: A Catalyst for Improving Quality of Human Life in India, 13th Mahatma Fule Social Research International Interdisciplinary Conference, Smt. Radhikatai Pandav College of Engineering, Nagpur, September 2014.
- Women Empowerment and Entrepreneurship: Changing Mind-set, International Conference on Change for Sustainable Businesses, NIT Graduate School of Management, Nagpur, 27-28 February 2015.
- CSR Activities for Social Welfare: A Case Study of L & T Nagpur, International Conference on Business Remodelling, Tirpude Institute of Management Education, 23-24 February 2018, ISBN: 978-93-5291-574-3.
- Role of Banking and Financial Institutions in the growth of Indian Economy after Economic Reforms 1991, UGC sponsored National seminar on Strategic Services Marketing in the Comprehensive Market Scenario – Challenges and Opportunities, G.S College of Commerce, Wardha, 27 and 28 September 2013.
- Role of Banking Sector in Unlocking the Opportunities of Growth in Indian Economy, National Conference ‘QUALIX- 2014’, Dr. S. Radhakrishnan College of Business Management, Butibori, Nagpur, February 2014.
- Sickness in MSME Sector: Posing Threat to Employment Sustainability in the Country, presented at the Second National Conference ‘Ocean 2015’ on Role of Management Education in Entrepreneurship Development for Sustainable Growth, Green Heaven Institute of Management and Research, Nagpur, 9 January 2015.
- National Commission for Women: Protecting Rights of Women in India, presented at a One day UGC sponsored Interdisciplinary National Seminar, Hislop College, Nagpur, 14 March 2015.
- E- Choupal: An ITC initiative to develop e-agribusiness in Rural India, published in National seminar on New era of e-Entrepreneurship in India – Current Trends, Issues & Challenges, Santaji Mahavidhyalaya, Nagpur, 16 January 2016, ISBN: 978-93-80986-56-2.
- Demonetisation: A Boost to Banking Sector in India, published in Interdisciplinary National Seminar on ‘Demonetisation- Its Impact on Indian Economy, Society, Politics and Mob Psychology’, Dhanwate National College, Nagpur, 15 December 2017, ISBN: 978-81-933130-3-9.
- Protection of Children from Child Abuse and Neglect, presented & published at the National Conference on ‘Gender Equality & Women Empowerment’, supported by Maharashtra

State Commission for Women, Village Care Society & Renaissance College, Nagpur, 6 March 2018.

- Growth in Insurance Sector after Economic Reforms of 1991, published at the Two-Day National Conference on Impact of Economic Reforms on the Growth of Indian Economy, G. S. of Commerce & Economics, Nagpur, 10 & 11 October 2019.
- Health Care And Quality Of Life Of Senior Citizens In India, published in proceedings of one-day National seminar on 'Arogyam Dhansampada: A Lifelong Treasure', L.A.D. & Smt. R.P. College for Women, Nagpur, 14 December 2019, ISBN: 978-93-80985-23-7.

### **Book Authored**

- Micro Economic Fundamentals, a B.B.A. Sem II RTMNU syllabus-based book, first published in January 2017 with the latest issue in January 2023, ISBN: 978-93-5149-682-3.

### **Invited Roles as Resource Person**

- Conducted a 2-day online workshop on Training for Teaching on Virtual Platform, July 13-14, 2020, L.A.D. & Smt. R.P. College for Women, Nagpur.
- Conducted a one-day online workshop on Training for Teaching on Virtual Platform for Technical Team, July 18, 2020, L.A.D. & Smt. R.P. College for Women, Nagpur.
- Conducted a one-day webinar on Training for Teaching on Virtual Platform, August 2, 2020, Srinivas Public School, Seminary Hills, Nagpur.
- Conducted a one-day online workshop on Google Classroom Training, August 8, 2020, L.A.D. & Smt. R.P. College for Women, Nagpur.
- Conducted a 2-day online workshop on Training for Conducting Online Exams, September 12 & 14, 2020, L.A.D. & Smt. R.P. College for Women, Nagpur.
- Conducted a session on Training for Teaching on Virtual Platform for Additional Teaching Staff, September 25, 2020, L.A.D. & Smt. R.P. College for Women, Nagpur.
- Conducted a one-day workshop on Assessment through Google Classroom, October 6, 2020, Srinivas Public School, Seminary Hills, Nagpur.
- Conducted an online guest lecture on the topic Determination of Income and Employment, October 15, 2020, School of Scholars, Wanadongri, Nagpur.
- Conducted a virtual session on Entrepreneurship Development in India under the Learning Beyond the Classroom program, April 20, 2021, Bhavan's Bhagwandas Purohit Vidya Mandir, Trimurti Nagar, Nagpur.

- Conducted a guest lecture on Application of Fundamentals of Economics in Business, June 18, 2021, Dr. Ambedkar Institute of Management Studies and Research (DAIMSR), Nagpur.
- Conducted a 10-day workshop on Information Technology for students of VI to X Std., November 16 to December 7, 2022, Shrinivas Public School, Seminary Hills, Nagpur.

### **Participation in Competitions**

- Participated in the Best Innovation Awards – 2017 National Level Competition (Level II), organized by GHR LABS & Research Center, G.H. Rasoni College of Engineering, Nagpur on March 4th, 2017.

### **Contribution at University Level**

- Served as External Examiner for B.Com. (Honours) Sem VI Project Viva, G.S. College of Commerce & Economics, Nagpur, Summer 2023.
- Appointed Examiner for Entrepreneurship Development, M.Com. Sem III, R.T.M. Nagpur University, Winter 2022.
- Appointed Examiner for Service Sector Management, M.Com. Sem III, R.T.M. Nagpur University, Winter 2022.
- Worked as Paper Setter for International Business Environment, M.Com. Sem IV, R.T.M. Nagpur University, Summer 2022.
- Worked as Paper Setter for E-Commerce, M.Com. Sem IV, R.T.M. Nagpur University, Summer 2022.
- Co-Guided M.Com. Sem IV projects, L.A.D. College, Nagpur, from Summer 2016 to Summer 2018.
- Guided M.Com. Sem IV projects, L.A.D. College, Nagpur, from Summer 2018 to Summer 2020.
- Served as Internal Examiner for M.Com. Sem IV Project Viva, L.A.D. College, Nagpur, Summer 2020.
- Appointed Examiner for Entrepreneurship Development, M.Com. Sem III, R.T.M. Nagpur University, Winter 2019.
- Appointed Examiner for Monetary Economics, B.Com. Sem IV, R.T.M. Nagpur University, Winter 2019.
- Served as Internal Examiner for M.Com. Sem IV Project Viva, L.A.D. College, Nagpur, Summer 2019.

## **College Committee Level Responsibilities undertaken**

- Technical Team Coordinator for NAAC Peer Team Visit, February 16-17, 2023.
- Technical Team Member for 'Navrang' - L.A.D. College 90 Years Celebration, 2021-22; Annual Prize Distribution, 2019-2022; Mindfulness Literacy Year, 2020-2021; Organising Committee of Webinar on NEP 2020, March 12, 2022.
- Member of the Research Journal Committee (Editorial Board), 2018-2021; Co-Convenor, 2021-2023.
- Member of the Website Development and Digital Marketing Teams, 2022-2024.
- Member of the College Canteen Committee, Shankar Nagar Campus, 2022-23.
- Member of the Water Literacy Year and Fitness Literacy Year Committees, 2018-2019 and 2021-2022 respectively.
- Member and Convener for 'Best out of waste' - Aura Cultural Fest, 2018-2020.
- Member of committees for Safety & Security Literacy Year, 2022-23; Founder's Day Celebration, 2021-2022.

## **Orientation Courses, Refresher Courses, Workshops attended**

- Attended a one-week National Workshop on 'Research Methodology', organized by D.B.M and Department of Commerce, R.T.M. Nagpur University, from February 22 to March 1, 2014.
- Completed a one-week Certificate course in Skill Education (Level-I) on Multiplying Wealth: Investments and Income Tax Returns, L.A.D. & Smt. R.P. College for Women, Nagpur, January 14-19, 2019.
- Participated in a one-day Intercollegiate 'Workshop on Personality Development', L.A.D. & Smt. R.P. College for Women, Nagpur, February 16, 2019.
- Completed a one-week Certificate course in Skill Education (Level-II) on Carrier Opportunities in Securities Market & Mutual Fund (COSMMF), L.A.D. & Smt. R.P. College for Women, Nagpur, August 5-10, 2019.
- Completed a one-week Certificate course in Skill Education (Level-III) on Investment and Career Opportunities in Stock Market, L.A.D. & Smt. R.P. College for Women, Nagpur, March 2-7, 2020.
- Attended a one-day Faculty Development Program on Flipped Classroom – An Effective Pedagogy, Vellalar College for Women, Erode in collaboration with L.A.D. College for Women, Nagpur, April 13, 2020.

- Participated in a one-week Faculty Development Program on Inclusive Quality Initiatives for Higher Education, Vellalar College for Women, Erode in collaboration with L.A.D. College for Women, Nagpur, April 27 to May 4, 2020.
- Served as a Mentor in a six-day Workshop on Interdisciplinary Research Ideation & Exploration (IRIEW), Interdisciplinary Research, Ideation, and Collaboration Hub (IRICH), April 4-9, 2022.
- Attended a one-day National Level Online Workshop on Intellectual Property Rights, Government College Jaura, Dist – Morena (M.P.), August 28, 2022.
- Completed a one-week Certificate course in Skill Education (Level-I) on Financial Awareness and Investment Planning, L.A.D. & Smt. R.P. College for Women, Nagpur, March 13-18, 2023.