

# SHWETA MISHRA

## Assistant Professor

A motivated and upbeat applicant with a Ph.D. (pursuing) and CC qualifications. enthusiastic about fostering group teaching, research, and learning in order to engage students at all levels and improve their social experience. the capacity to instruct in both Hindi and English. possess computer experience. knowledgeable about planning events, group activities, and other extracurricular pursuits.

I want to advance my teaching career by working at a prestigious university in order to have a solid teaching reputation and assist students in becoming more adaptable individuals.

## CERTIFICATE

- NATIONAL ELIGIBILITY TEST (NET) QUALIFIED**  
ROLL NO. - 4408053296                      JULY 2024
- NATIONAL ELIGIBILITY TEST (NET) QUALIFIED**  
ROLL NO. - UP12003292                      DECEMBER 2023
- NATIONAL ELIGIBILITY TEST (NET) QUALIFIED**  
ROLL NO. - UP12005797                      JULY 2023
- NATIONAL ELIGIBILITY TEST (NET) QUALIFIED**  
ROLL NO. - UP12501800                      SEPTEMBER 2022

## CONFERENCE/SEMINAR

- International Conference on Innovative Practices for 'Accelerated Growth in Commerce, Management, Humanities, Science & Technology' Organized By S.S.P.G. College, Shahjahanpur, U.P., BHARAT**  
**Title** : Revolution In The Commerce Industry Through Banking Innovation: A Study On Strategies for Loyalty Programs In Indian Banks .
- International Conference on Sustainable Management Practices organized Chhatrapati Shahuji Maharaj University Kanpur From 5th 6th April, 2024**  
**Title**- The Role Of Digital Transformation In Enhancing Customer Retention Through Banking Loyalty Program .
- International EConference on Challenges And Prospects in Sustainable Business Development Organized Chhatrapati Shahuji Maharaj University Kanpur 2024**  
**Title** : A Study On Role And Impact Of Green Banking Towards Sustainable Development.
- International Conference organized by Asian School of Business on Levering Management For Transitioning Global Economy 2023**  
**Title**—Green Marketing: As A Tool To Achieve Sustainability .
- International Seminar on Economics of Inclusion , Sustainability & Development: A Road Map To G20 Nations Organized By Swami Shudevanand P.G College , U.P., BHARAT**  
**Title** : Women Leadership & Development Of G20 Nations

## CONTACT

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**Email** Shwetasc307@gmail.com



## EXPERIENCE

- CHANDRA BHANU GUPT AGRICULTURE PG COLLEGE , BAKSHI KA TALAB**  
ASSISTANT PROFESSOR                      NOVEMBER 2025 - PRESENT  
Teaching in B.COM
- LAL BAHADUR SHASTRI GIRLS COLLEGE**  
ASSISTANT PROFESSOR                      NOVEMBER 2024- SEPTEMBER 2025  
Taught in B.COM , B.COM(Hons), BBA

## EDUCATION

- Chhatrapati Shahuji Maharaj University Kanpur**  
Ph.d(Pursuing)- 2021
- UNIVERSITY OF LUCKNOW                      2018-2020**  
MASTERS OF COMMERCE (PURE COMMERCE)  
PASSED- FIRST DIVISION
- UNIVERSITY OF LUCKNOW                      2015-2018**  
BACHELORS OF COMMERCE (COMMERCE)  
PASSED- FIRST DIVISION
- ST. ANTONY'S INTER COLLEGE                      2015**  
ISC BOARD (FIRST DIVISION)
- ST. ANTONY'S INTER COLLEGE                      2013**  
ICSE BOARD (FIRST DIVISION)

## KEY ACHIEVEMENTS

- One-Week National Workshop on "Re-Search 5.0Advanced Research Methodology for a Smarter Academic Future" held from July 24 30, 2025, at Integral University, Lucknow. organized by DEPARTMENT OF COMMERCE IN ASSOCIATION WITH HUMAN RESOURCE DEVELOPMENT CENTER HRDC INTEGRAL UNIVERSITY, LUCKNOW.
- International Webinar on "Using AI Tools in Academic Research: From Search to Writing" held on 21th June 2025, organized by SkillActivate.
- Ten Day International Research Methodology Workshop on SPSS & Academic Writing In Hybrid Mode) Organized By RC 25 Sociology of Sports, Indian Sociological Society, New Delhi & Centre for Study of Social Inclusion, Pondicherry University.
- "First Ten Days Online International Research Methodology Workshop in Social Sciences organized by Jammu and Kashmir Economic Association.
- Two WeeksShort Term Training Programme through ICT Mode on Refresher course in Research Methodology organised by this Institute from 20th December to 31st December, 2021

## PUBLICATIONS

- **Journal of Management and Health Sciences**

**Topic:** Revolution In The Commerce Industry Through Banking Innovation: A Study On Strategies for Loyalty Programs In Indian Banks .  
ISSN 2505-0680(P) 03/2026

- **International Journal for Multidisciplinary Research (IJFMR)**

**Topic:** Banking Loyalty Programs for a Sustainable Future: Enhancing Customer Engagement through Green Finance Initiatives  
E-ISSN :2582-2160 10/2025

- **International Journal of Research in Commerce and Management Studies.**

**Topic:** Bank Loyalty Programs and Customer Retention: Effectiveness, Barriers, and Future Pathways.  
E-ISSN : 2582-2292 09/2025

- **International Journal Of Research in Marketing, Management & Sales**

**Topic:** Green Marketing As A Tool To Achieve Sustainability  
E- ISSN : 26633337 10/2023

- **Asian Journal of Management & Commerce**

**Topic:** Covid 19 A Study Of Its Impact In Selected Sectors Of Indian Economy  
E-ISSN NO. : 2708-4523 12/2021

- **Edited book on Sustainable Business Practices In Finance & Human Resource Management**

**Topic:** A Study On Role And Impact Of Green Banking Towards Sustainable Development  
Edward Group of Publication ISBN NO. 9789392446931

- **Edited book On Agripreneurship : Challenges & Opportunities in Developing Countries**

**Topic:** A Study On Role Of Indian banks in agripreneurship and rural Farming  
Red Unicorn Publishing Pvt. Limited ISBN No. 9789358098556

- **Edited Book : G-20 Nations: Global Partnership for Economics and Social Inclusions**

**Topic:** Women's Leadership & Development Of G-20 Nations  
Navyug Publication, Agra. ISBN NO. 9789696575358

## SKILLS

- Time Management
- Critical Thinking
- Communication
- Endurance
- Lesson Planning
- Team Work & Oranization skills

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## LANGUAGE

- ENGLISH
  - HINDI
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