

Position: Vice-Chancellor

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Gender: Female
Date of Birth: 11-Jul-1978



Education Detail

Education Level	Board / University	Institute / School / College	Marks	CGPA	Year
Secondary	West Bengal Secondary Education Board	CPT Remount Road Institution	67.00	0.00	1996
Subjects / Specialization: Hitory, Geography, CChemistry, Mathematics, Physics, Literature					
Higher Secondary	West Bengal High Secondary Education Board	National Girls' High School	66.00	0.00	1998
Subjects / Specialization: Humanities					
Graduation	Calcutta University	Calcutta University	64.00	0.00	2001
Subjects / Specialization: Developmental Psychology (Human Development)					
Post Graduation	Calcutta University	Calcutta University	63.00	0.00	2004
Subjects / Specialization: Developmental Psychology (Human Development)					
Post Graduation	Annamali University	Annamali University	64.00	0.00	2007
Subjects / Specialization: Human Resource Management					
PhD	Calcutta University	Calcutta University	0.00	0.00	2011
Subjects / Specialization: Developmental Psychology (Human Development)					

Work Experience (Total: 23Y 3M)

#	Organization	Designation	From	To	Duration
1	NIIT University	Visiting Faculty	Jul 2025	Present	0Y 10M
2	Entrepreneurship Development Institute of India (EDII), Ahmedabad	Associate Professor	May 2024	Apr 2025	0Y 11M
3	HR Knowledge Lab New Delhi	CEO	Sep 2021	Apr 2024	2Y 7M
4	NTPC School of Business, NOIDA	Associate Professor	Sep 2018	Sep 2021	3Y 0M
5	ICFAI Foundation of Higher Education Hyderabad	Associate Professor	Oct 2011	Aug 2018	6Y 10M
6	Cambridge Institute of Technology, Ranchi	Assistant Professor	Oct 2007	Sep 2011	3Y 11M
7	IBM Kolkata	HR Operation	Sep 2005	Sep 2007	2Y 0M
8	ITPO Kolkata	Executive	Apr 2001	Feb 2004	2Y 10M

Research Publication

#	Title	Journal	Year
1	Ecoethi Sale Disposal Scale: Measuring The Moral And Ethical Value Of Selling Pre-Owned Goods	Academy of Marketing Studies Journal, 29(6), 1-14	Aug-2025
2	Decoding Consumer Financial Behavior: AI Applications in Behavioural Finance	Advances in Consumer Research, 2(3), 725-732	Aug-2025
3	Financial Fitness at Work: Insights into Employee Literacy, Health, and Training Effectiveness	European Economic Letters 15(2), 2564-2579	Jun-2025
4	Sale of second-hand goods by consumers: mediating role of satisfaction between perceived value and behavioural intentions	The International Review of Retail, Distribution and Consumer Research, 35(3), 291-312	Aug-2024
5	Does CEO Duality, Board Size and Informal Social Network Impact Indian SMEs' Sustainable Innovation Capabilities and Firm Performance?	Journal of Corporate Ownership and Control, 21(2), 165-177	May-2024
6	Demystifying The Metaverse Data From User-Technology Interaction.	Applied Marketing Analytics	Jan-2024
7	Factors Impacting the Women Entrepreneurship: A Literature Review	Journal of Informatics Education and Research	Jan-2024
8	Adoption of Fintech and mobile banking in Darbhanga, Bihar: An empirical analysis	Finance India, 37(3), 881-898. ISSN 0970 – 3772	Oct-2023
9	Bibliometric Analysis of Entrepreneurial Orientation and Firm Performance.	Korea Review International Studies 16(49), 143-161.	Aug-2023
10	Building Customer Engagement and Brand Loyalty through Online Social Media: An Exploratory Study	International Journal of Electronic Marketing and Retailing, 11(2), 143-160	Apr-2020
11	Gandhian Values and Consumption Behaviour: Scale Development and Validation	Journal of Strategic Marketing, 27 (6), 465-482	Dec-2019

Published Books / Chapters

#	Book Title	Publisher	Institution
1	Frugal Innovation in Entrepreneurship	IGI Global Publishing	Symbiosis University Pune, EDII Ahmedabad
2	Smart Commerce: Navigating Trade In A Digital Economy	Luminus International Publishers Canada	Symbiosis University Pune, EDII Ahmedabad
3	The impact of heatmap metrics on consumer decision-making in metaverse fashion spaces.	Palgrave Macmillan ISBN 978-9819565085	EDII Ahmedabad
4	Role of Knowledge Management in Small and Medium-Sized Firms	Academic Press, Elsevier. DOI:10.1016/B978-0-443-13701-3.00212-7. ISBN 9780443137020	EDII Ahmedabad
5	Start-up ecosystem through the lens of action research.	Springer Nature. DOI: 10.1007/978-981-97-6176-0_29. ISBN 978-981-97-6175-3	EDII Ahmedabad

Administrative Experience (Total: 17Y 4M)

#	Post	Institution	From	To	Duration
1	Heading Case Centre, Coordinator PGDM Online; Placement Faculty-in-Charge	Entrepreneurship Development Institute of India (EDII), Ahmedabad	May 2024	Apr 2025	0Y 11M
2	CEO, Team Lead Consultancy, Research Projects, Case Study, Process Development & Automation, Administrative Work and Client Support and Intellectual Property Development	HR Knowledge Lab New Delhi	Sep 2021	Apr 2024	2Y 7M
3	HR Head, Placement-in-Charge; Head Management Development Program	NTPC School of Business, NOIDA	Sep 2018	Sep 2021	2Y 11M
4	Admission Chairperson North India	ICFAI Foundation of Higher Education Hyderabad	Dec 2011	Aug 2018	6Y 8M
5	HOD Management Department	Cambridge Institute of Technology, Ranchi	Oct 2007	Sep 2011	3Y 11M

Major Research

#	Project Title	Value	Agency	From	To	Duration
1	• Power sector policy initiative/reform, and restructuring	120000000	Ministry of Power, in collaboration with CPSUs Project	Feb 2020	Jan 2021	0Y 11M
2	RAC Servicing Sector Profiling	950000	Ozone Cell, Ministry of Environment	Oct 2020	Jan 2021	0Y 3M
3	Mental Health Status of Contractual Workforce	320000	NEARS, Society of NTPC Ltd	Aug 2019	Feb 2020	0Y 6M

International Experience

#	Organization / Body	Experience
1	UK-India Education and Research Initiative (UKIERI)	Leadership Training, CMI Level 5 Certificate in Management and Leadership, Chartered Management Institute, UK.
2	VU University, Amsterdam	• Co-creating Innovation in Society, VU University, Amsterdam with Prof. Joske Bunders, at MIT World Peace University, Pune, Nov 22-29, 2022
3	Academic Business Management Conferences (ABMC)	• Conference Advisory Committee, 7th conference “Global Conference on Business Management and Social Sciences (GCBMS-2020)” by Academic Business Management Conferences (ABMC) is scheduled on 8th-9th July 2020
4	Scientific Research Institute KRPOCH, Ukraine – Latvia	• Conference Organizing Committee, International Academic Conference “Psychological and Pedagogical Problems of Modern Specialist Formation” June 8-10, 2020

Leadership Experience

#	Brief Description
1	HR Knowledge Lab New Delhi CEO: Team Lead Consultancy, Research Projects, Case Study, Process Development & Automation, Administrative Work and Client Support and Intellectual Property Development
2	Entrepreneurship Development Institute of India (EDII), Ahmedabad, Heading Case Centre, Coordinator PGDM Online; Placement Faculty-in-Charge

Statutory Authorities

#	Institution	Statutory Forum	From	To
1	Entrepreneurship Development Institute of India (EDII), Ahmedabad	Faculty-in-Charge Placement	May 2024	Apr 2025
2	Entrepreneurship Development Institute of India (EDII), Ahmedabad	Grivance Committee	May 2024	Apr 2025

Quality Assurance Experience

#	Area	Institution	From	To	Achievements
1	Quality Assurance	HR Knowledge Lab, New Delhi	Aug 2023	Dec 2023	ISGF Innovation Awards 2025 - 'Award Category: Adoption of Artificial Intelligence, Machine Learning and Robotic Solutions- Industry/ Technology Provide', presented by India Smart Grid Forum Certificate of Merit for AI-Driven Optimisation for Portable S
2	AICTE	NTPC School of Business, Noida	Oct 2018	Sep 2021	AICTE Approval for FPM
3	NAAC	NTPC School of Business, Noida	Mar 2020	May 2021	Successfully submitted

PhD Student Guided

#	Guide No	Co-Guide No
1	1	1

Youth Development Experience

#	Activity	Institution	Achievements	From	To	Duration
1	HR Conclave on Getting Future Ready: Preparing Energy Leaders of Tomorrow in collaboration with Economic Times	NTPC School of Business, Noida	14 Companies in energy sector participated	Mar 2019	Mar 2019	0Y 0M
2	• Organized HR Leadership Conclave 19th - 21st Jan 2019	NTPC School of Business, Noida	12 CHRO Participated	Jan 2019	Jan 2019	0Y 0M
3	Clean-cooking Standalone Prototype with Dr. Mahesh P. Bhawe	NTPC School of Business, Noida	Product commercialised	Oct 2018	Apr 2021	2Y 6M