

L.A.D. & Smt. R.P. College for Women, Nagpur

FACULTY PROFILE

❖ Basic Information

- **Name:** Dr. Shreeja Kurup
- **Designation:** Assistant Professor
- **Department:** Faculty of Commerce & Management
- **Area of Specialization:** Commerce



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

- ❖ **Teaching Experience:** 17 Years

❖ Research Experience

- **Total Research Experience:** 8 Years (at postgraduate level)
- **Research Guidance:** Guided M.Com students in project work for the last 8 years
- **Areas of Research Interest:** Commerce, Management, and related applied research areas

❖ Research Publications

(A) Research Papers in National/ International Journals

- **Impulsive Credit Card Purchases and Debt Trap**, Anveshika – National Journal of Commerce, Management and Social Sciences, 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**, International Journal for Emerging Trends in Engineering & Management Research (IJETEMER), Vol. 2, Issue 2, June 2016, ISSN: 2455-7773.
- **Role of Educational Institutions in Fostering Entrepreneurship in India**, Anveshika – National Journal of Commerce, Management and Social Sciences, Vol. 2, Green Heavens Institute of Management and Research, Nagpur, 2016–2017, 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), 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 (UGC-CARE Group II), November 2020, ISSN: 0022-1945.
- **Big Basket: E-Grocery Brand Serving Consumers Amid COVID-19 Pandemic**, B.Aadhar Peer-Reviewed & Refereed Indexed Multidisciplinary International Research Journal, Issue No. 308, August 2021, ISSN: 2278-9308, SJIF Impact Factor: 7.675.
- **Stress Management Strategies for Adolescents During Exam Season**, Research Journal, Vol. 17, No. 1, L.A.D. College for Women, Nagpur, 2021–2022, ISSN: 0974-0317.

(B) Books Authored

- Organisational Behaviour, B.Com Semester IV, Based on syllabus of R.T.M. Nagpur University, Nagpur, ISBN: 978-93-5902-601-5, published by Sheth Publication Pvt. Ltd.
- Start-up Supportive Executive, B.Com/B.B.A./B.C.A. Semester I, Based on syllabus of R.T.M. Nagpur University, Nagpur, ISBN: 978-93-6268-559-9, published by Sheth Publication Pvt. Ltd.
- Compensation and Benefit Management, B.B.A. Semester VI, Based on syllabus of R.T.M. Nagpur University, Nagpur, ISBN: 978-93-6268-734-0, published by Sheth Publication Pvt. Ltd.
- Sales and Distribution Management, B.B.A. Semester V, Based on syllabus of R.T.M. Nagpur University, Nagpur, ISBN: 978-93-6268-626-8, published by Sheth Publication Pvt. Ltd.
- Consumer Buying Behaviour, B.B.A. Semester V, Based on syllabus of R.T.M. Nagpur University, Nagpur, ISBN: 978-93-6268-466-0, published by Sheth Publication Pvt. Ltd.

- Constitution of India, B.Com/B.B.A./B.Sc. Semester I, Based on syllabus of R.T.M. Nagpur University, Nagpur, ISBN: 978-93-6955-117-0, published by Sheth Publication Pvt. Ltd.
- Commercial Geography of Vidarbha Region, B.Com Semester VI, Based on syllabus of R.T.M. Nagpur University, Nagpur, ISBN: 978-93-6955-753-0, published by Sheth Publication Pvt. Ltd.
- Warehouse Supervisor, B.Com Semester IV (SEC), Based on syllabus of R.T.M. Nagpur University, Nagpur, ISBN: 978-81-996517-2-2, published by Sir Sahitya Kendra, Nagpur.

(C) Conference / Seminar Proceedings

- Published a paper titled *“Investing in Women Education: A Catalyst for Improving Quality of Human Life in India”* in the proceedings of the 13th Mahatma Fule Social Research International Interdisciplinary Conference, Smt. Radhikatai Pandav College of Engineering, Nagpur, September 2014.
- Published a paper titled *“Women Empowerment and Entrepreneurship: Changing Mind-set”* in the proceedings of the International Conference on Change for Sustainable Businesses, NIT Graduate School of Management, Nagpur, 27–28 February 2015.
- Published a paper titled *“CSR Activities for Social Welfare: A Case Study of L & T Nagpur”* in the proceedings of the International Conference on Business Remodelling, Tirpude Institute of Management Education, 23–24 February 2018 (ISBN: 978-93-5291-574-3).
- Published a paper titled *“Role of Banking and Financial Institutions in the Growth of Indian Economy after Economic Reforms 1991”* in the proceedings of the UGC sponsored National Seminar on Strategic Services Marketing, G.S. College of Commerce, Wardha, 27–28 September 2013.
- Published a paper titled *“Role of Banking Sector in Unlocking the Opportunities of Growth in Indian Economy”* in the proceedings of National Conference ‘QUALIX-2014’, Dr. S. Radhakrishnan College of Business Management, Nagpur, February 2014.
- Published a paper titled *“Sickness in MSME Sector: Posing Threat to Employment Sustainability in the Country”* in the proceedings of the Second National Conference ‘Ocean 2015’, Green Heaven Institute of Management and Research, Nagpur, 9 January 2015.

- Published a paper titled “*National Commission for Women: Protecting Rights of Women in India*” in the proceedings of a UGC sponsored Interdisciplinary National Seminar, Hislop College, Nagpur, 14 March 2015.
- Published a paper titled “*E-Choupal: An ITC Initiative to Develop E-Agribusiness in Rural India*” in the proceedings of the National Seminar at Santaji Mahavidyalaya, Nagpur, 16 January 2016 (ISBN: 978-93-80986-56-2).
- Published a paper titled “*Demonetisation: A Boost to Banking Sector in India*” in the proceedings of the Interdisciplinary National Seminar at Dhanwate National College, Nagpur, 15 December 2017 (ISBN: 978-81-933130-3-9).
- Published a paper titled “*Protection of Children from Child Abuse and Neglect*” in the proceedings of the National Conference on Gender Equality & Women Empowerment, Nagpur, 6 March 2018.
- Published a paper titled “*Growth in Insurance Sector after Economic Reforms of 1991*” in the proceedings of the Two-Day National Conference, G.S. College of Commerce & Economics, Nagpur, 10–11 October 2019.
- Published a paper titled “*Health Care and Quality of Life of Senior Citizens in India*” in the proceedings of the National Seminar at L.A.D. & Smt. R.P. College for Women, Nagpur, 14 December 2019 (ISBN: 978-93-80985-23-7).
- “Exploring Marketing Strategies for Sustainable Consumption in the Circular Economy: A Case Study of Amul & Forest Essentials” at the 13th GoGreen Summit – Bangkok 2025 (International Hybrid Conference) held on 25th–26th September 2025, earning 14 CPD hours.

❖ Workshops Organized

- Conducted a 2-day online workshop on Training for Teaching on Virtual Platform on 13–14 July 2020 at 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 on 18 July 2020 at L.A.D. & Smt. R.P. College for Women, Nagpur.
- Conducted a one-day webinar on Training for Teaching on Virtual Platform on 2 August 2020 at Srinivas Public School, Seminary Hills, Nagpur.
- Conducted a one-day online workshop on Google Classroom Training on 8 August 2020 at L.A.D. & Smt. R.P. College for Women, Nagpur.
- Conducted a 2-day online workshop on Training for Conducting Online Exams on 12 & 14 September 2020 at L.A.D. & Smt. R.P. College for Women, Nagpur.

- Conducted a session on Training for Teaching on Virtual Platform for Additional Teaching Staff on 25 September 2020 at L.A.D. & Smt. R.P. College for Women, Nagpur.
- Conducted a one-day workshop on Assessment through Google Classroom on 6 October 2020 at Srinivas Public School, Seminary Hills, Nagpur.
- Conducted an online guest lecture on Determination of Income and Employment on 15 October 2020 at School of Scholars, Wanadongri, Nagpur.
- Conducted a virtual session on Entrepreneurship Development in India under the Learning Beyond the Classroom programme on 20 April 2021 at Bhavan's Bhagwandas Purohit Vidya Mandir, Trimurti Nagar, Nagpur.
- Conducted a guest lecture on Application of Fundamentals of Economics in Business on 18 June 2021 at Dr. Ambedkar Institute of Management Studies and Research (DAIMSR), Nagpur.
- Conducted a 10-day workshop on Information Technology for students of VI to X Standard from 16 November to 7 December 2022 at Srinivas Public School, Seminary Hills, Nagpur.

❖ **Orientation / Refresher Courses / FDPs 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 22 February to 1 March 2014.
- Completed a one-week Certificate Course in Skill Education (Level-I) on Multiplying Wealth: Investments and Income Tax Returns at L.A.D. & Smt. R.P. College for Women, Nagpur, 14–19 January 2019.
- Participated in a one-day Intercollegiate Workshop on Personality Development at L.A.D. & Smt. R.P. College for Women, Nagpur, 16 February 2019.
- Completed a one-week Certificate Course in Skill Education (Level-II) on Career Opportunities in Securities Market & Mutual Fund (COSMMF) at L.A.D. & Smt. R.P. College for Women, Nagpur, 5–10 August 2019.
- Completed a one-week Certificate Course in Skill Education (Level-III) on Investment and Career Opportunities in *Stock Market* at L.A.D. & Smt. R.P. College for Women, Nagpur, 2–7 March 2020.
- Attended a one-day Faculty Development Programme on Flipped Classroom – An Effective Pedagogy at Vellalar College for Women, Erode in collaboration with L.A.D. College for Women, Nagpur, 13 April 2020.

- Participated in a one-week Faculty Development Programme on Inclusive Quality Initiatives for Higher Education at *Vellalar College* for Women, Erode in collaboration with L.A.D. College for Women, Nagpur, 27 April to 2 May 2020.
- Attended a one-day National Level Online Workshop on Intellectual Property Rights at Government College Joura, Morena (M.P.), 28 August 2022.
- Completed a one-week Certificate Course in Skill Education (Level-I) on Financial Awareness and Investment Planning at L.A.D. & Smt. R.P. College for Women, Nagpur, 13–18 March 2023.
- Attended a Faculty Development Programme on Student Centric Methodology and Interactive Teaching Strategies Using Technological Tools organized by L.A.D. & Smt. R.P. College for Women, Nagpur, from 9–13 October 2023.
- Attended a 3-day Workshop on Techno Pedagogy and Andragogy for Active Learning conducted by MSFD at Shri Mathuradas Mohota College, Nagpur, 22–24 January 2024.
- Participated in the Online 13th Faculty Induction Programme organized by UGC-Malaviya Mission Teacher Training Centre, Rashtrasant Tukadoji Maharaj Nagpur University, from 2–30 January 2025 and obtained Grade A+
- Completed the NEP 2020 Orientation and Sensitization Programme under Malaviya Mission Teacher Training Programme (UGC) organized by UGC-MMTTC, Rashtrasant Tukadoji Maharaj Nagpur University, from 16–30 March 2025.
- Participated in a Two-week Online Refresher Course on Accounting and Taxation (Theme: Bridging Theory and Practice: Emerging Trends in Accounting and Taxation) organized by Malaviya Mission Teacher Training Centre, Shri Ram College of Commerce, University of Delhi, from 16–28 February 2026 and obtained Grade A+.

❖ **Administrative Responsibilities**

- Nominated as an Expert (by Hon'ble Vice-Chancellor) on the Board of Studies in Commerce at G.S. College of Commerce & Economics (Autonomous), Nagpur, for a term of three years (2025–2028).

❖ **Other Relevant Information**

- Secured 3rd Merit in M.A. (Public Administration) from R.T.M. Nagpur University in 2008.

- 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.
- Qualified UGC-NET in Commerce with 99.35 percentile in the year 2019.
- 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.