

With a consistently good academic background, my journey as an academician started with a humble beginning. In a career spanning over two decades, I had the opportunity to handle various courses and responsibilities in management schools both in India and abroad. Along with being a core faculty of **Economics**, other areas of interest and competency are **Business Ethics, CSR & Corporate Governance and General Management**.

A Gold Medalist in Economics both at M.A, M,Phil, PGDHRM and with a PhD and Post Doc in Management Studies, I have held various positions in teaching and academic administration.

1. Honours Diploma in Net Working and Quality Management-1998, NIIT Chennai
2. Certified in 2013, as a Master Trainer in CSR by Indian Institute of Corporate Affairs. Under the partnership of IICA- ICP
3. Ivey Trained Faculty in Case Method of Teaching, 2013
4. Member of the Women's Indian Chamber of Commerce and Industry- Nominated as member along with 19 other members as National Council for Higher Education, December 2020
5. PhD Guideship as Co- Supervisor- Adams University, Kolkata- three students from the Department of Behavioural Science of Adamas University .and FPM Scholars from Chetana's Institute of Management & Research.
6. PGDHRM from Symbiosis Centre for Distance Learning- First Class with Distinction-
7. Post Doctoral Fellow- Srinivas University

My interest and aptitude towards Academic Administration, training & development and research has given me the exposure and experience of multifarious academic –administrative responsibilities.

1. **August 2021 onwards- Director Chetana's Institute of Management & Research, Mumbai**
2. August 2019 onwards- Dean & Professor in Economics and General Management –

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MITCON Institute of Management, Pune

3. November 2018- May 2019 **In- Charge Director** Chetana's Institute of Management & Research
  4. June 2016 – August 2019 Dean & Professor in Economics and General Management and Chairperson MDP at Chetana's Institute of Management and Research, Bandra East, Mumbai.
  5. 2012- 2015 Chairperson MDP and later became Chairperson Placements and Dean Student Relations at IMI Kolkata
  6. 2011- 2012- Faculty and Chairperson MDP, MDI Murshidabad, Kolkata
  7. 2007 – 2010- Chairperson Academics at ISBM Kolkata
  8. 2006- 2007- Chetana's Institute of Management & Research, Mumbai
  9. 2000- 2005 Mazoon College for Management & Science, Muscat Oman
  10. 1999-2000- SIET College Chennai
- Research work published primarily in the area of Entrepreneurship, HR Practices, Business Ethics, Issues in Corporate Governance, Corporate Social Responsibility and Intellectual Property Rights and related areas of Economics & Finance.
  - Have held deliberations in various National and International Conferences and conventions, mainly on building brands through ethical business practices.
  - Invited by University of Sichuan, China, as a speaker in BCIM Corridor, where she deliberated on Indo- China Relation.
  - Reviewer in the panel of editors for various Research Journals.
  - Received a research grant from National Foundation of Corporate Governance in 2014-2015 to research on Ethical Board Practices and Organizations' Economic Performance.
  - Certified in 2013, as a Master Trainer in CSR by Indian Institute of Corporate Affairs. Under the partnership of IICA- ICP, I handled various projects in Rural Development, Livelihood and Income Generation for Women and Education for Rural Poor.

#### **RESEARCH PAPERS: A few are listed below.**

1. Sharma, G., & Mishra, N. (2006) Advertising Ethics and the Entrepreneur-, Research Journal, Pathh, St Francis Institute of Management and Research, 2006, First Edition
2. Sharma, G., & Mishra, N. (2006) Consumer Ethics and Marketing, JDBIMS Management Review ISSN- 0974-4940
3. Sharma, G., & Mishra, N. (2006) India's Economic Environment for Business, - Research Journal, D.Y. Patil Institute of Management
4. Sharma, G., & Mishra, N. (2007) Ethical Leadership-, Research Journal, Pathh, St Francis Institute of Management and Research, 2007, Second Edition.

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5. Sharma, G., & Mishra, N. (2008) Legal Issues in Advertising - JDBIMS Management Review ISSN- 0974-4940
  6. Mishra, N. (2010) Consumers' Attitude towards Advertising JDBIMS Management Review ISSN- 0974-4940
  7. Mishra, N. (2011) Ethical Organizations and Employees: in Asian Journal of Management Research. <http://ipublishing.co.in/ajmrsp1no12011.html> June 2011
  8. Mishra, N. (2011), Social Networking JDBIMS Management Review ISSN- 0974-4940
  9. Mishra, N. (2012) Bancassurance: Problems and Challenges: Integral Review: A Journal of Management, vol.5- No 1, June 2012
  10. Mishra, N. (2013) The Economic Rationale for Stock Market VSRD International Journal, ISSN 2319-2314
  11. Mishra, N. (2015) Book Review: Intellectual Property Rights; The Power of Intangible Assets; Rodney D. Ryder and Ashwin Madhavan- published in Global Business Review May – June 2015, GBR 16.3
  12. Mishra, N. (2015) Book Review- Title: Profiles in Enterprise: Inspiring Stories of Indian Business Leaders; Author: Peter Church in Global Business Review – October
  13. Mishra, N. (2017) Readiness for Paradigm Shift- Demonetisation, Eureka Journal, ISSN: 2581-4249
  14. Mishra, N. (2018) Banking the Unbanked, Spandan FMS-GNIT International Journal of Business Management ISSN-2348-666X
  15. Mishra, N., Chakraborty, T., Natarajan, A. (2019), Exploring Women Leadership Dynamics through Boardroom Gender Diversity- International Journal of Management, Technology and Engineering, ISSN No: 2249-7455
  16. Chakraborty, T., Mishra, N., Ganguly, M. (2019) The Changing Face of Today's Agile Women Entrepreneurs: A Study of Emotional Regulation while meeting Investors. International Journal of Management, Technology and Engineering, ISSN No: 2249-7455
  17. Chakraborty, T., Mishra, N. (2019) Appreciative Inquiry: Unleashing a Positive Revolution of Organization Change and Development. Journal of Economics, Commerce and Business Management, ISSN 2348-4969, KAAV Publication, Vol 06, Issue- 2
  18. Chakraborty, T., Ganguly, M., & Mishra, N. (2019) Social Entrepreneurs' Venture Launch Intention: Exploring the Role of Cognitive Determinants. Accepted in

19. Mishra, N., Chakraborty, T., Rosaline, B., Datta, A. (Oct 2019) "Breaking the Limits Of Language Barriers In Global Marketing" *Journal of Knowledge and Communications Management* Vol 9, Number 2, pp 81-93
20. Patil, A., Rao, Ganesh, Bavadekar, A., Mishra, N. (Oct 2019) "Review on Impact of Climate Change on Agribusiness sector in Maharashtra state" *International Journal of Research in Engineering, Science and Management*, ISSN (Online): 2581-5792 Vol 2, Issue -10
21. Chakraborty, T., & Mishra, N. (2020). Job Role Shift in Academics: Performance Sustainability of Faculty in Management Schools. *Journal of Sociology and Social Anthropology* (accepted for publication) (Indexed in Scopus).
22. Chakraborty, T., Natarajan, A., & Mishra, N. (2020). Building consumer engagement through brand story telling: expanding the reach of brand stories. *International Journal of Advanced Science and Technology* Vol. 29, No. 3s pp. 1853-1863. (Indexed in Scopus).
23. Chakraborty, T., Mishra, N., Tripathi, M., & Saha, S. (2020) Success of Storytelling in Brand Building Looking Through the Lens of Neuroscience. Accepted for publication in *International Journal of Psychosocial Rehabilitation* 24 (4) 3061-3075 DOI 10.37200/IJPR/V24I4/PR201418 (Indexed in Scopus)
24. Chakraborty, T., Chatterjee, B., Mishra, N., & Tripathi, M. (2020). Psychological Wellbeing and Grit among Management Graduates in India: Understanding the Moderating Role of Knowledge of Strengths. *International Journal of Psychosocial Rehabilitation*. 24 (6). 4728-4741. DOI: 10.37200/IJPR/V24I6/PR260463. (Indexed in Scopus)
25. Chakraborty, T., Ganguly, M., Mishra, N. (2021) Social entrepreneurs' venture launch intention: exploring the role of cognitive determinants. *International Journal Business & Globalisation*. Vol 28. No 4, (Inderscience)
26. Mishra, N., & Chakraborty, T. (2021). Employee Perception and Corporate Social Responsibility: A Step toward Employer Branding. *\_ASCI Journal of Management\_*, 50(2), 87-98.
27. Sharma, R., Mishra, N., Sharma, G. (2022), *India's Frugal Innovation: Juggad & Unconventional Innovation Strategy*. IMIB Journal of Innovation, Sage Publication
28. Mishra, N., Tikare, M., Dalvi, O., Hadwale, S., Jagdale, S. (2023) "A Study of Adoption of Digital Banking Services Wrt SHG Women, Mumbai (2023), *Journal of Informatics Education and Research* ISSN: 1526-4726 <https://doi.org/10.52783/jier.v3i2.168> Vol 3 Issue 2

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29. Mishra, N., Sharma, R., Gupta, R., Chowdhry, D. (2023) “Social Re-Engineering: A Changing Perspective”, European Economic Letters ISSN 2323-5233 Vol 13, Issue 4 (2023) <http://eelet.org.uk>
  30. Mishra, N., & Saha, G. (2023) “Resilience in Managing Covid Care Centre Through Coordination and Counselling: A Case Study of Mit Aurangabad Covid Care Centre, Journal of The Asiatic Society of Mumbai, Issn: 0972-0766, Vol. Xcvi, No.20, 2023
  31. Mishra, N., & Aithal, P. (2023), “Effect of Extracurricular and Co-Curricular Activities on Students’ Development in Higher Education, International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 3, July 2023
  32. Mishra, N., Aithal, P., & Iyer, A. (2023). “A Study of the Changing Trends in the Television Industry” International Journal of Case Studies in Business, IT, and Education (IJCSBE), ISSN: 2581-6942, Vol. 7, No. 2,
  33. Mishra, N., Aithal, P., & Iyer, A. (2023), “Understanding Credit Performance for Financial Health Evaluation”, International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 8, No. 2,
  34. Dhar, D., & Mishra, N. (2023), Effect of Psychological Capital, Perceived Stress and Work-Family Conflict on Satisfaction with Life Sample: Male and Female Army Officers, South India Journal of Social Sciences ISSN: 0972 – 8945
  35. Mishra, N., & Aithal, P. (2023), “Ancient Indian Education: It’s Relevance and Importance in the Modern Education System, International Journal of Case Studies in Business, IT, and Education, ISSN: 2581-6942, Vol. 7, No. 2
  36. Manikandan, M., Sah, S., & Mishra, N. (2023), Effect of Jacobsons Progressive Muscle Relaxation on General Health and Psychological Well Being, International Journal of Analytical and Experimental Model Analysis, Vol 15 Issue 7, 0886-9367
  37. Mishra, N., & Aithal, P. (2023), A Study of Employee Engagement in the Higher Education Institutions International Journal of Applied Engineering and Management Letters (IJAEML), ISSN: 2581-7000 Vol 7 Issue 4
  38. Mishra, N., & Aithal, P. (2023), Modern Multidisciplinary Education: Challenges and Opportunities of Modern Learning Pedagogy, International Journal of Case Studies in Business, IT and Education (IJCSBE), ISSN: 2581-6942 Vol 7 Issue 4
  39. Mishra, N., & Aithal, P. (2023), “Academic Leadership in Higher Education”, International Journal of Philosophy and Languages (IJPL) ISSN - 2583-9934

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## **Conferences and Publications**

1. Mishra, N. (2009) A Paradigm of Organizational Adaptation to Corporate Social Responsibility- Research Journal –NIRMA Institute of Management
2. Mishra, N. (2010) Building Strong Brands through Organizational Association, 7 International Conference, Punjab Commerce and Management Association
3. Mishra, N. (2010) Business Environment and Global Brand Strategy. National Conference, Rattan Group of Companies Mohali
4. Mishra, N. (2010) Ethics in the Marketplace, National Management Convention, Asian School of Business Studies, Bhubaneswar.
5. Mishra, N. (2011) Ethical Organizations and Employees, International Conference on Challenges in People Management, JSB Kolkata.
6. Mishra, N. (2014) NPA Management in Indian Banks during a Downturn-International Conference on Economic Development, Nirjuli
7. Mishra, N. (2014) Presented a Paper on BCIM Corridor, China
8. Mishra, N. (2014) Beyond Gender Diversity- Paper Selected for Symposium at Oxford University, Oxford- held from December 8 to December 10, 2014
9. Mishra, N. (2015) Corporate Social Responsibility, Indian Accounting and Research Foundation
10. Mishra, N. (2017) IPR Policies and Start Up Culture in India, XIME Bangalore
11. Mishra, N., Chakraborty, T., Natarajan, A., (Aug 2018) Boardroom Diversity Dynamics: An Organizational Theory Perspective Tata Institute of Social Science. Best paper Award
12. Mishra, N., Chakraborty, T., (Sept 2018) Education Entrepreneurship: Sustainability Challenges and the Way Forward. MDI M
13. Chakraborty, T., Mishra, N., & Natarajan, A. (Nov 2018) Gender Balanced Board and Business- IIM Shillong- SUS CON VI
14. Mishra, N., Chakraborty, T. (Nov 2018) T. Using Technology to Augment the Academic Journey: Perspective of Sustainable Education Entrepreneurship - IIM Shillong SUS

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15. Mishra, N., Chakraborty, T. (Dec 2018) Perceived Job Role of Faculty- IMI Bhubaneswar December 2018
16. Mishra, N., Chakraborty, T. (Dec 2018) Cyberloafing at Workplace - Gain or Brain Drain – Conference at S P Jain and ISDSI
17. Mishra, N., Chakraborty, T., Ganguly, M. (Jan 2019), Changing Face of Agile Women Entrepreneurs Chetana’s Institute of Management & Research
18. Mishra, N., Chakraborty, T., Natarajan, A. (Jan 2019) The Impact of Knowledge Strengths on Performance: The Role of Goal Setting in Agile and Changing Academics, Chetana’s Institute of Management & Research
19. Mishra, N., Chakraborty, T., Datta, A. (Feb 2019) Breaking the Limits of Language is Breaking the Limits of the World, K, J Somaiya Institute of Management & Research, Mumbai- Marketing to Millennial.
20. Chakraborty, T., & Mishra, N. (July 2019) 16 World Congress, Business and Entrepreneurship Development in a Globalized and Digitalized Era “Indian Institute of Technology, Delhi, Academy for Global Business Advancements
21. Mishra, N. (October 2019), ICOMBS Marketing and Business Conference, ICFAI Business School, Hyderabad - “Is Corporate Social Responsibility Instrumental to Employer Branding?”
22. Mishra, N. (December 2019) Sustainability Development and Value Proposition, International Conference, MDI Murshidabad – “Job Role Shift in Academics, Performance Sustainability of Faculty in Management Schools – Best Paper Award
23. Mishra, N. (December 2019) 13 Annual International Conference, ISDSI, IIM Sambalpur, “Phubbing at Work, Interpersonal Relationship Dynamics in a Digitized World “
24. Mishra, N. (Jan 2020) International Conference, IBA Bangalore “Employee Perception Vs Employer Branding”
25. N, Mishra., Saha, G. (April 2022) International Conference, Chetana's Institute of Management & Research, “Resilience in Business & Beyond”- Resilience in Managing Makeshift Covid Care Centre: A Case Study of Mit Aurangabad Covid Care Centre
26. Mishra, N., Sarkar, D., Tiwari, J. (April 2022) International Conference, Chetana's Institute of Management & Research, “Resilience in Business & Beyond- Resilience and Well-Being: A Study of Lady Officers in the Indian Army
27. Mishra, N., Jhunjhunwala, A., Sah, S. (April 2022) International Conference, Chetana's Institute of Management & Research, “Resilience in Business & Beyond- Does

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Attachment Style of The College Students Differ with Respect to Their Psychological Resilience

28. Mishra, N., Sarkar, D., Ali, A. (March 2023) ICSSR Conference - Effect of Psychological Capital, Perceived Stress and Work Family Conflict on Satisfaction with Life.
29. Mishra, N., Manikandan, M., Sah, S. (March 2023) ICSSR Conference - A Study to Estimate the Effect of Cognitive Training on Individuals with Symptoms of Stress and Depression
30. Mishra, N., Ghatak, D., Sah, S. (March 2023) ICSSR Conference - The Role of Attachment Style on Social Interaction and Its Influence on Interpersonal Conflict in An Organization
31. Mishra, N. (Feb 2023) World Sanskrit Conference – Ancient Education and its Relevance in Modern Education, Srinivas University, Mangaluru
32. Mishra, N. (June 2023) Innovative Technologies in Higher Education, Srinivas University, Mangaluru
33. Mishra, N. (July 2023) National Conference on Future Trends in Information Communication, Srinivas University, Mangaluru
34. A Study of Implementation of Waste Management for Sustainability by Stree Mukti Sanghatana (January 2024) Global South North International Conference
35. Women Entrepreneurship through Women Self Help Group (January 2024) Navigating the Future: The Triple Bottom Line Approach, International Conference CIMR

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### **Book Chapters**

Mishra, N. (2015) Book Chapter on Corporate Governance in Russia - “Corporate Governance, Responsibility and Sustainability: Initiatives in Emerging Economies, published in September 2015 by Palgrave Macmillan Publications

Mishra, N. (2018) Impact of GST on FMCG, book chapter for "Goods & Services Tax Reforms and Impact on Indian Economy, Eureka Journals

Mishra, N., Chakraborty, T. (2019) book chapter – Education Entrepreneurship book chapter – Sustainable Development- A Value Chain Perspective, Tiger Print Publication



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Mishra, N. (2020) book chapter - Social Distancing - affecting lives and livelihood- Amazon # 1 Best Selling Book “Impact of COVID-19 & Pandemic Lockdown in India: Repercussion in Business & Economy”

Mishra, N. (2021) book chapter, The Changing B- School Pedagogy for the Changing Workplace - Amazon # 1 Best Selling Book."Role of National Education Policy-2020 in Transforming Higher Education".

Mishra, N. (2021) Book Chapter, Industry and Competitor Analysis- Entrepreneurship in India – Manakin Publications

Mishra, N., Desai, A. (2021) Book Chapter- Building a New Venture - Financing & Funding- Entrepreneurship in India – Manakin Publications

Mishra, N., Chakraborty, T. (2023) Employee Engagement Perspectives in Agile Organizations: Managing People in Industry 4.0 Agile Leadership for Industry 4.0: An Indispensable Approach for the Digital Era, CRC Press ISBN hard: 978-1-77491-187-7. ISBN eBook: 9781003314615

Pangarkar, A., Mishra, N., Aithal, P. (2023), Subconscious Branding: The Role of Artificial Intelligence in Marketing, Future trends in Information, Communication and Computing Technology TechHorizon: Navigating Tomorrow's Digital Frontiers ISBN: 978-93-94676-57-2

### **Books from Apple Academy Publication – CRC Press**

1. Gender Equality - Moving Beyond Diversity - ISBN hard: 978-1-77491-227-2. ISBN eBook: 9781003377979
2. Human Resource Management in a Post-epidemic Global Environment: Roles, Strategies, and Implementation ISBN hard: 978-1-77491-179-2.
3. Digitalization of Higher Education - Opportunities & Threats - ISBN hard: 978-1-77491-414-4 ISBN eBook: 9781003412151- Available Feb 2024
4. Changing Paradigm in Management Education: A Study of Outcome Based Education: 978-93-94676-68-8, Srinivas Publications
5. Interdisciplinary Approaches in Management Education- ISBN hard: 978-1-77491-646-9. Available March 2024

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## Training and Consulting

### 1. Training Session - Lila Poonawala Foundation – Training for Nurses

- a. Women Health & Safety
- b. Safety & Precaution in Medical Devices
- c. Errors & Adverse Effects in Medicines

### 2. MDPs Conducted at Chetana's:

- a. Train the Trainers
- b. HR Practices and Labour Laws
- c. Connecting the Dots- CSR Programme with CASI Global USA
- d. Assessment Centre
- e. Facilitation Skills

### 3. Key MDPs with Mumbai Port Trust:

- a. Managerial Economics
- b. E- Tendering
- c. Finance for non-finance
- d. Corporate communications

### 4. Key MDPs as programme director:

- a. Training for Allahabad Bank – for Newly Recruited Probationary Officers:  
Around 500 POs were assigned to IMI Kolkata, in two batches of three months each. Preparing the course content document to presentation and finally completing the training was handled under my leadership.
- b. Mentor- Mentee Programme for 100 members of Vedanta Odisha conducted from VP level to executive level.
- c. Trainer at ONGC at Women Leadership and Empowerment
- d. Developing Wealth Creating Mindset for Executives- RPSG Group
- e. Mentoring for Success- Western Coal Fields
- f. Effective Vigilance- Public Sector and Private banks
- g. Building and Leading High-Performance Teams (Garden Reach Ship Builders and Engineers Ltd)
- h. Induction Programme for Axis bank New Joinees
- i. Mid Segment Credit- United Bank of India
- j. General Management Programme for Mid Level LIC Executives
- k. Communication Imperative- Balmer Lawrie
- l. General Management & Communication Skill Workshop for ICAI

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## Areas of Expertise in Executive Development/ Management Development Programme

### 1. General Management

- a. Self-Assessment
- b. Business Communication
- c. Corporate Governance and CSR
- d. Customer Relationship Management
- e. Emotional Intelligence and Application in Business
- f. Organizational Role Efficacy

### 2. Economics, Development, Banking & Finance

- a. Macro Economic Environment
- b. Business Environment
- c. Financial Inclusion
- d. Micro Finance and Livelihood (Special focus on Women)
- e. Bancassurance
- f. Capability, Capacity and Connect – CSR Training Module

### FDPs and Guest Lectures Conducted

1. Gender Sensitization
2. Examination Reforms
3. Higher Order Learning
4. Institute-Industry Partnership - Changing World of NEP
5. NEP - the multi-disciplinary approach
6. Changing B- School Pedagogy for the Changing workplace
7. Role of MDP in B- School
8. NEP and Role of Entrepreneurship
9. Find your Essentials: Mapping the SDG
10. Managerial Effectiveness- RD Group
11. Developing Effective Leadership Skills

*Nandita Mishra*