

Curriculum Vitae

Dr. Mansi Shukla

Assistant Professor

Department of Commerce

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About Me

I developed interest in Commerce as a subject after pursuing my class 12th from the science stream. Thereafter I completed my Bachelors and Masters in Commerce. I started to work immediately after my P.G. was completed. The work at my college was very engaging and I learnt a lot. The setting up of B.Com. at my college gave me a great learning experience and simultaneously I joined my Ph.D. in the year 2002. It was challenging to do both at the same time. My research interests are Marketing and Entrepreneurship.

Research Interest

Marketing & Entrepreneurship

Teaching Interest

Marketing, Business Organization, Information Systems, Business Operations & Entrepreneurship.

Academic Qualification

- **Doctorate Degree in Commerce** in 2007 from the Department of Commerce, University of Lucknow, Lucknow.
- **Masters of Commerce (M.Com.)**, Department of Commerce, University of Lucknow, Lucknow in 2001.
- **Bachelor of Commerce (B.Com.)**, Department of Commerce, University of Lucknow, Lucknow in 1999.

Seminar/Conferences Attended & Conducted

- 2005-06 : 01
- 2007-08 : 01
- 2009-10 : 04
- 2010-11 : 02
- 2011-12 : 04
- 2012-13 : 01
- 2013-14 : 01
- 2014-15 : 03
- 2015-16 : 01
- 2016-17 : 08
- 2017-18 : 06
- 2018-19 : 01
- 2020-21 : 03

Research Publications

2016- 17 :

Chapter published 01

2021-22 :

Chapter published : 01

Chapter Submitted : 01

Workshop / FDP Attended

- 2019-20 : 03

Administration

- Sports Club Co-Advisor 2002-03
- Sports Club Advisor 2003-09
- Co-Dean of Students 2004-05
- Social Service Club Advisor 2010-11
- Literary Club Co-Advisor 2011-12
- Developed the College website, Website In-charge &Co-Dean of Students 2013-14
- NSS Programme Officer 2014-15, 2015-16 & 2016-17
- Co Dean of Studies, In-charge Of LU Examination and Advisor, Music Club 2015-16
- Member of “Chatra Paramarsh Dhatri Committee”, NAAC, IQAC, Grievance Redressal Cell, Academic council, Purchase Committee, Anti Ragging Committee and Admission Committee from 2014-15 to 2016-17
- Advisor Music Club, Examination In-charge, Member of Awards Committee, Inter Disciplinary Research Centre, Advisor Advisory Committee, NAAC, IQAC, Grievance Redressal Cell, Aids Awareness Committee, Red Ribbon Club and Admission Committee 2016-17

- Co-Dean of Students 2017-18
- Co-Dean of Students, Examination In-charge, Member of Anti Ragging Committee, Awards Committee, Inter Disciplinary Research Centre, Advisor Advisory Committee, NAAC, IQAC, Grievance Redressal Cell and Admission Committee 2018-19.
- Co-Dean of Students, Lucknow University Examination In-charge, Awards Committee, Advisor Advisory Committee, NAAC, IQAC and Admission Committee 2019-20.
- Co-Dean of Students 2019-20, 2020-21 & 2021-(June) 22.
- Acted as Assistant Superintendent to conduct B.Com. University Examinations from the year 2003 to 2022 and Admissions (from 2002 till 2021).

Other Activities

Counselor at IGNOU.