

Dr. Neerja Sinha

Assistant Professor

Department of Commerce

E-mail: neerjasinha.lko@gmail.com



About Me

I pursued my Masters in Business Administration with specializations in Finance and Marketing. Henceforth, I joined the Corporate world and gained experience in the field of Finance and Business Administration. Later I joined academics in the field of Commerce and completed my doctoral research. I have a keen interest in the MSME sector and exports.

Research Interest

MSME Sector

Exports from India

Teaching Interest

Essentials of Management

Selling & Advertising

Human Behavior at Work

Introduction to International Business

Export-Import Procedure and Documentation

Company Law & Secretarial Practice

Institutional Framework for Business

Academic Qualifications

Ph.D. 2007 University of Lucknow, Lucknow

Topic: Role of Small Scale Industry in the Economic Development of Uttar Pradesh

M.B.A. 1986 Podar Institute of Management, University of Rajasthan, Jaipur

B.Com. 1984 University of Lucknow, Lucknow

Positions Held

Assistant Professor- 2002 till date in the Department of Commerce, Avadh Girls' Degree College, Lucknow

Academic Counsellor- 2016 onwards at IGNOU for B.Com. program

Promotor Director from 2016 till date at ASPL Green Ventures Pvt. Ltd., Lucknow, a registered Startup Company.

Finance & Administration Officer from 1991 to 1998 at the Allied Industrial Traders, Lucknow

Administration

Served as **Co-Dean of Students** till June 2022

Appointed **NSS Program Officer** from July 2022

Member

IQAC/NAAC

Career Counseling and Placement Cell

NSS & Youth Centre/ SIFPSA

Government Programs Committee

Photography and Graphic Design Club

Association with Professional Bodies

Life Member- Lucknow Management Association (LMA)

Accounting Association of India

Other Interest

Chikankari of Lucknow and its potential in the International arena

Development of Innovative Agriculture Equipment

Hydroponics (soil-less cultivation)

Manufacture of Hand Sanitizer