

Resume

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CAREER OBJECTIVE

To pursue a challenging and satisfying career in teaching and enhance skills and personal growth in conjunction with the organization's goal along with helping students to achieve high improvements in academics

Areas of Interest

Marketing Management, Business Environment, Retail Management, Strategic Management and Entrepreneurship Management.

EXPERIENCE PROFILE

- ⌚ Working as Assistant Professor (Marketing) at Jaipuria Institute of Management, Ghaziabad from 05-01-12 to till date.
- ⌚ Worked as a Sr.lecturer From 1st Aug 2005 to 6th Feb 2008 at Saraswati Institute of Management and Technology, Rudrapur.
- ⌚ Worked as a Marketing consultant in S.P.SOLVENT from Aug, 2007 to September 2008 at Rudrapur in disparate disciplines including product launching, brand development, brand positioning, market segmentation and the like for "SO-Well" Soya oil and Soya food.
- ⌚ Internship with Hindalco, Renukoot (Aditya Birla Group) May-June, 2003.
Work Done:
 - Find out the effectiveness of Behavioral Training imparted to the trainees at the various levels at Hindalco Company.
 - Find out various potential areas for the beneficiaries so that they can be engaged throughout the year.

TEACHING COMPETENCY

- ⌚ Qualified **NET** (Management) for Lectureship thrice conducted by UGC in December, 2006, June 2008 and Dec, 2008.
- ⌚ Qualified **UPSLET**(Management) for Lectureship accredited by UGC in Aug,2004

PROFESSIONAL PROFILE

- ⌚ Pursuing research (PhD) on the Topic “A Study of Motivators and Constraining Factors in Women Entrepreneurship Development” from Faculty of Management Studies, BHU, Varanasi (Pre-submitted, In the Process of Final Submission).
- ⌚ **M.BA.Topper** With major specialization in Marketing and minor in Human resource management from Bundelkhand University, Jhansi with 82.08% in **2004**.
- ⌚ **B.B.A.** With specialization in Marketing from Purvanchal University, Jaunpur with 69.43% in **2002**.

ACADEMIC PROFILE

- ⌚ Senior Secondary (+2) from C.B.S.E. Board in Science Stream **1999** with 1st Division (69.40%).
- ⌚ High School from C.B.S.E. Board in **1997** with 1st Division (64.60%).

AWARDS & RECOGNITION

His Excellency the then Governor of U.P. and the Chancellor of the University Mr. T.V. Rajeshwar Rao has awarded 3 Gold & 1 Silver Medal for obtaining highest marks in MBA program in 2004 viz-

- ⌚ **Chancellor – SILVER MEDAL**
- ⌚ **Kirat Chandra Saxena- GOLD MEDAL**
- ⌚ **Pt. Madan Gopal Tiwari- GOLD MEDAL**
- ⌚ **Bhagwan Das- GOLD MEDAL**

- ⌚ Participated in *Inter School Debate & Dramatic Competitions*.
- ⌚ Winner of 1st prize in Debate at RYLA-2000 held at Lucknow.
- ⌚ Winner of 1st prize in Espirit De Corps “*What a good Word*” competition.

CONFERENCES & SEMINARS PRESENTATIONS (National)

- 1) Participated and Presented a paper in National Seminar on “Emerging Trends in retailing Industry organized by SRMS, Bareilly(U.P.) on 18&19 Feb 2006.
- 2) Participated and Presented a paper on “Management Education as a mode of entering into International Market” in National Seminar “Manthan” organized by Amrapali Institute, Haldwani(Ultra Khand) on 25-26 Nov,2006
- 3) Participated and presented a paper on “Rise of Indian MNCs in the era of globalization” in National Seminar organized by SRMS, Bareilly (U.P.) on 24&25 Feb 2007.
- 4) Participated in the National conference on Mergers and Acquisitions: A competitive Strategy held on 16 Feb 2008 in Faculty of Management Studies, BHU, and Varanasi.

- 5) Participated and Presented a paper on “women entrepreneur- A key to social Reconstruction” in the National conference on Samaj Nirman avam Nari Shakti organized by World Women’s Awakening Organization(WWAO) held on 15-16 Nov 2008,Varanasi.
- 6) Participated and Presented a paper on “New and Emerging Entrepreneurial opportunities for Women Entrepreneurs in India: an overview” in a 3 days National conference on “Advances on Frontiers of Entrepreneurship-From Research to results” from 17-19 Nov, 2008 Organized by EDIC, NITTTR, Chandigarh.
- 7) Participated and abstract accepted entitled “Malviyaji aur Nari Sangharsh”in the National BHU Alumni meet 2009 and Seminar on “Mahamana’s Vision for a Self Reliant India: Current Issues and Future Prospects” held on January 29-30,2009.
- 8) Participated and Presented a paper on “Women Entrepreneurs move to male Bastions: Challenges ahead for Industry and Academia” in the AICTE Sponsored National conference on Industry-Institute Partnership – Bridging the Gap held on 7 Feb 2009 ,Faculty of Management Studies, BHU.
- 9) Participated and presented a paper on “Women in Social Entrepreneurship: empowering the Nation” in the National Seminar on Social Entrepreneurship in India under DRS-1, Special Assistance Program (UGC) held on March 1, 2009 in the Faculty of Management Studies, BHU, Varanasi.
- 10) Participated in National Symposium “The Planet Earth: Its Finite Resources and Human Civilization” March 17-19, 2009 organized by department of geology, Banaras Hindu University.
- 11) Participated in National Seminar on Quality of Teaching in Self Finance Management Institutions” held on October 31st, 2009 in Faculty of Management Studies, Banaras Hindu University.
- 12) Participated and presented a paper in the national conference “Women Entrepreneurship in India” on the title “Management Training needs of Women Entrepreneurs- A study on Varanasi District” held on 22 & 23 Oct 2010 at Faculty of Management Studies, BHU.
- 13) Participated and presented paper in the national conference on “Challenges of managing sustenance and growth in the era of economic downturns” on the title “Impact of Economic Downturn on Indian Retail Industry: Challenges, Opportunities and Outlook” held on 20 April 2012, organized by Jaipuria Institute of Management, Ghaziabad.
- 14) Participated and presented paper in the national conference on “Challenges of managing sustenance and growth in the era of economic downturns” on the title “Restaurant Industry; Growing Concern about Sustainability Insights “held on 20 April 2012, organized by Jaipuria Institute of Management, Ghaziabad.

CONFERENCES & SEMINARS PRESENTATION (International) : 6

- 1) Participated and Presented a paper on “Women Entrepreneur: Paradigm and Praxis” in 2nd International Conference on Management Sciences and Arts held on 15-17 September 2008 at Gurukul Kangri University, Haridwar, Uttarakhand.
- 2) Participated and Presented a paper on “Developing Women Entrepreneurship in Nepal through Small Scale Industries” in International Seminar on Development and Devolution in Nepal 27-28 Jan, 2009 Organized by Centre for the Study of Nepal ,BHU,Varanasi.
- 3) Participated and Presented a paper on “Globalization and its Impact on Women Entrepreneurs of India and Canada ” in International Seminar on India and Canada in a Globalize World 27-28 Feb, 2009 Organized by the Canadian Studies Development Program of BHU,Varanasi.
- 4) Participated in the International Seminar on Understanding Varanasi Through the Ages: Continuity ,Change and Globalization held on 23-24 March 2009 Organized by Department of History, Faculty of Social Sciences, BHU, Varanasi.
- 5) Participated and presented a paper in International Conference on Agripreneurship and Rural Development on paper titled “The Widening role of women professionals with the increasing use of Information Technology in Indian Agriculture” held on 5-6 Dec, 2009 at FMS, BHU.
- 6) Participated and presented a paper in International Conference ICONSMEEDS Strategic Management of Energy, Environment and Disaster for Sustainable Development held on Jan 11-15, 2010 at FMS, BHU

. WORKSHOPS, MDP and FDP: 7

- 1) Participated in a 12 days FDP in **Entrepreneurship** from 18-29 Dec, 2006 organized by EDI, Lucknow and sponsored by NSTEDB, Department of Science and Technology.
- 2) Participated in MDP on” **Export Marketing Procedures and Documentation**” jointly organized by FMS, BHU and Indian Institute of Foreign Trade, New Delhi. From 21-24 January 2008 in the Faculty of Management Studies

- 3) Participated in National workshop on “***Overseas Market Intelligence and Logistics: The Exporters Perspective***” held on 23 February, 2008 organized by SAP(UGC), EDP Unit(FMS-BHU), ED Cell (AICTE) at Faculty of Management Studies, BHU, Varanasi.
- 4) Participated in a workshop on “***Writing Research Proposal***” organized by the Department of Journalism and Mass Communication, BHU during 11-16 March, 2008.
- 5) Participated in AICTE sponsored Faculty Development Program (Under SDP scheme) organized at Integrated Institute of Learning Management, Greater Noida titled “***SPSS & E-Views for Business Data Analysis and Research***” held from 27 July to 8 August 2009.
- 6) Participated in AICTE sponsored two days Faculty Development Program “***Essential Tools for Quality Research***” held on 11-12 May 2012, organized by Delhi Institute of Advanced Studies.
- 7) Participated in National workshop on “***Gender, Issues and Challenges***” held on 19 October, 2012 jointly organized by the Department of Anthropology and Department of Agricultural Extension and Communication, SHIATS, Allahabad.

QIP and Training Programs: 15

- 1) Attended a six days Training Program on “***Financial Derivatives: Contemporary Issues***” held during 8-13 Dec 2008 in Faculty of Management Studies, BHU, Varanasi.
- 2) Attended a six days Training Program on “***Advertising: The Generic Spectrum***” held during 15-20 Dec 2008 in Faculty of Management Studies, BHU, Varanasi.
- 3) Attended a six days Training Program on “***Synergizing supply chain Management and customer relationship Management Practices for competitive advantages***” held during 5-10 Jan 2009 in Faculty of Management Studies, BHU, Varanasi.
- 4) Attended a six days Training Program on “***Entrepreneurship Development: Issues and Challenges***” held during 12-17 Jan 2009 in Faculty of Management Studies, BHU, Varanasi.
- 5) Attended a six days Training Program on “***Total Quality Management: Contemporary issues and current practices***” held during 19-24 Jan 2009 in Faculty of Management Studies, BHU, Varanasi.
- 6) Attended a six days Short-term Training Program (STP) on “***Mergers and Acquisitions: An Emerging Global Strategy***” held During Jan 27 to Feb 1 2009 in Faculty of Management Studies, BHU, Varanasi.
- 7) Attended a six days Training Program on “***Reengineering of public enterprises in global perspectives***” held during 2-7 Feb 2009 in Faculty of Management Studies, BHU, Varanasi
- 8) Attended a six days Short-term Training Program (STP) on “***Catapulting Indian economy through developing SMEs and Micro-Enterprises***” held during 16-21 Feb 2009 in Faculty of Management Studies, BHU, Varanasi.
- 9) Attended a six days Training Program on “***Changing paradigms of risk management in financial sector***” held during 23-28 Feb 2009 in Faculty of Management Studies, BHU, and Varanasi.

- 10) Attended a six days Training Program on “*Corporate Governance*” held during 2-7 March 2009 in Faculty of Management Studies, BHU, and Varanasi.
- 11) Attended a six days Training Program on “*Corporate Social Responsibility*” held during 11-16 January 2010 in Faculty of Management Studies, BHU, and Varanasi.
- 12) Attended a six days Training Program on “*Research Methods in Management*” held during 15-20 February 2010 in Faculty of Management Studies, BHU, and Varanasi.
- 13) Attended a six days Training Program on “*Women Studies and Management Education*” held during 22-27 February 2010 in Faculty of Management Studies, BHU, and Varanasi.
- 14) Attended a six days Training Program on “*Services Marketing: Issues and Perspectives*” held during 8-13 March 2010 in Faculty of Management Studies, BHU, and Varanasi.
- 15) Attended a six days Training Program on “*Marketing: The Recent Advancements*” held during 15-20, March 2010 in Faculty of Management Studies, BHU, and Varanasi

ARTICLES/ RESEARCH PAPERS PUBLISHED: 13

<p>1. Usha Kiran Rai & Monica Srivastava</p>	<p>In the ICFAI University Press (IUP) Publications, Journal of Entrepreneurship Development, Hyderabad, Vol.VIII No.2, June 2011, Pp 23-33.</p> <p>Women Entrepreneurs their Aspirations and Motives: an Empirical Study of Varanasi District</p> <p>ISSN 0973-2659</p>
<p>2. Usha kiran Rai & Monica Srivastava</p>	<p>In Samiksha, the research Journal of United Institute of Management, Allahabad, Vol. 2 No. 1, Jan-June, 2011, Pp 64-71</p> <p>Empowering Women to manage domestic violence in India: A focus on Domestic Violence Act 2005</p> <p>ISSN No. 0975-7708</p>
<p>3. Usha Kiran Rai & Monica Srivastava</p>	<p>In the edited book Women Entrepreneurship Development Issues and Perspectives Macmillan Publishers India Ltd, 2010, Pp143-52</p> <p>Management Training needs of Women Entrepreneurs- A study on Varanasi</p>

		District.
		ISBN 023-033-150-5
4. Usha Kiran Rai & Srivastava	Monica	<p>In IMED Journal of Management and Social Research (IMED JMSR 2010) The Research Journal of Institute of Management and Entrepreneurship Development, Bharti Vidyapeeth Deemed University, Pune, Vol III, Number 2, April 2010. Pp 71 – 80.</p> <p>Women Entrepreneurs of Varanasi District – A Research Study of the Role of DIC from a people perspective</p> <p>ISSN: 0975-8429</p>
5. Usha Kiran Rai & Srivastava	Monica	<p>In BHU Management Review Vol, 1, Issue – 2, 2010 published by Faculty of Management Studies, Banaras Hindu University. Pp 79 - 83</p> <p>Women Executives and the Glass Ceiling: Myths and Mysteries from Razia Sultan to Hillary Clinton</p> <p>ISBN: 81-85305-33-1</p>
6. Usha Kiran Rai & Srivastava	Monica	<p>In Prajna, Volume: 56, Part: 01, Year: 2010-11, Pp 189-193,</p> <p>Empowering Women: Promoting Women Entrepreneurship through Education</p> <p>ISSN: 0554-9884</p>
7. Anchal Singh & Srivastava	Monica	<p>In Kurukshetra – A journal on Rural Development Vol.58, No.8 June 2010. Pp11-13</p> <p>Women Reservation Bill- is it a mode of empowerment or just another reservation</p>
8. Usha Kiran Rai & Srivastava	Monica	<p>In the proceedings at the International conference on Strategic Management of Energy, Environment and Disaster for Sustainable Development held at Banaras Hindu University during Jan 11-15, 2010, Vol. 1, Pp 540-555</p> <p>Managing Social Disasters for</p>

		sustainable Development: A focus on Domestic Violence
9. Monica Srivastava		In in Sanskriti: Shodh Patrika, January 2010. “Entrepreneurship: A path to economic and social Empowerment of Women” ISSN NO.0974-8911 Pp 75-79.
10. Usha Kiran Rai & Srivastava	Monica	In edited book by FPSD (Foundation for peace and sustainable Development) entitled SAARC: Emerging Challenges , April 2010 SAARC’s role in Empowering Rural Women through Microfinance ISBN 81-903823-2-2.
11. Usha Kiran Rai & Srivastava	Monica	In Indian Journal of Nepalese Study Vol.XV,2009 Developing Women Entrepreneurship in Nepal through Small Scale Industries. ISSN NO.0974-3634 16-26
12. Usha Kiran Rai & Srivastava	Monica	In the AICTE Sponsored National conference on Industry-Institute Partnership – Bridging the Gap held on 7 Feb 2009 ,Faculty of Management Studies, BHU, Varanasi .Pp 16-29 “Women Entrepreneurs move to male Bastions: Challenges ahead for Industry and Academia”
13. Monica Srivastava		In Introductory issue of Sanskriti:Shodh Patrika, January 2009. Pp 114-118. Entrepreneurial opportunities for women entrepreneurs in India: Challenges ahead

PERSONAL PROFILE

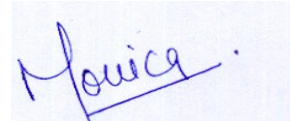
Father’s Name : Mr. R.K. Srivastava (Retd. UPSEB)
 Mother’s Name : Mrs. Asha Srivastava (Housewife)
 Husband’s Name : Mr. Anurag Srivastava (Company Secretary, Supertech Pvt. Ltd)
 Date of birth : 13-04-1982
 Marital status : Married

REFERENCES

Dr. Usha Kiran Rai,
Professor,
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I, hereby, declare that all the statements made above are true to the best of my knowledge and belief. In the event of information being found false or incorrect, my candidature may be considered terminated.



MONICA SRIVASTAVA