

CURRICULUM-VITAE

Dr. Shiva Manoj
MBA, UGC-NET, Ph.D

Address: C-2/615, Sector-C,
Jankipuram, Lucknow-226021
Uttar Pradesh, India.

Contact No: 07860939440 , 08429994981

E-mail Id: shiva.lucknow@gmail.com

DESIGNATION AND EXPERIENCE

- Working as Associate Professor with Lal Bahadur Shastri Group of Institutions since October 1, 2019 till present.
- Worked as Assistant Professor with Lal Bahadur Shastri Group of Institutions, Lucknow since July 5, 2010 till 30th September 2019.

CAREER OBJECTIVE

Being into academics, I wish to develop myself in the academic field and contribute towards organizations, institutions and society through research and other developmental activities.

Area of interest : Banking, Public Finance, Personal Finance, General Management, Indian and Global Economy and German Language

PROFESSIONAL QUALIFICATION

- Awarded Ph.D in Management from WISDOM, Faculty of Management Studies, Banasthali Vidyapith, Rajasthan on January 7, 2018

TOPIC OF RESEARCH: *Attitude Of Customers And Bank Employees Towards Innovations In Retail Banking With Special Reference To Selected Banks In Urban Areas Of Eastern Uttar Pradesh During Reform Period*

- Qualified UGC NET Examination December, 2012 in Management.
- MBA(Management Sciences) in 2010 from Lucknow University.
- BMS(Bachelor in Management Sciences) in 2008 from Lucknow University.

ACADEMIC QUALIFICATION

- Intermediate from City Montessori School, Lucknow in 2005 with Commerce.
- High School from City Montessori School, Lucknow in 2003 with Science.

OTHER QUALIFICATIONS

- Level -1 in German; Grundstufe Eins from Goethe Institute, Max Mueller Bhavan, New Delhi in 2003
- Level -2 in German; Grundstufe Zwei from Goethe Institute, Max Mueller Bhavan, New Delhi in 2006
- Advance Diploma in German Language from Lucknow University in 2007.

PROFESSIONAL AND ACADEMIC ACTIVITIES

- Part of Central Evaluation Cell for Management and Commerce subjects at Lucknow University
- Subject expert for Viva-Voce examination in Uttar Pradesh Technical University, (UPTU).
- German Language expert at Dr. Ram Manohar Lohia National Law University, Lucknow
- Holding post of NSS Programme Officer under (NATIONAL SERVICE SCHEME, Government Of India)
- Paper setter of commerce related papers in BBD university , Lucknow.
- Paper setter of German Language in BBA and MBA in Lucknow University , Lucknow.

UGC HRDC REFRESHER COURSE

- Successfully qualified 14 days Refresher Course in Commerce, Economics, Applied Economics and Business Administration organized by UGC-HRDC, Lucknow University with A++ grade.

SEMINARS AND CONFERENCES ATTENDED

- 1) 40th All India Accounting Conference organized by Indian Accounting Association in 2017.
- 2) 69th All India Commerce Conference organized by Indian Commerce Association in 2016.
- 3) National Seminar on *Emerging Market Economy and Managerial Challenges* organized by Institute of Management Sciences, University Of Lucknow in March 2015.
- 4) National Seminar organized by School of Commerce and Business Studies , Jiwaji University , Gwalior on *Changing Scenario of Global Business Management and Information Technology* in 2014
- 5) National Conference organized by Department of Humanities and Social Sciences, Motilal Nehru National Institute of Technology ,Allahabad on *Dimensions of Public Policy and Rural Development* in 2014
- 6) 37th All India Accounting Conference And International Seminar on *Accounting Education And Research* organized by Indian Accounting Association, Lucknow Branch at University Of Lucknow in November 2014
- 7) National Seminar on *FDI* organized by Department of Applied Economics, Lucknow University in 2013

- 8) Faculty Development Programme organized by Motilal Rastogi Institute of Management in 2010
- 9) National Seminar on *Youth in Leadership* organized by Lal Bahadur Shastri Institute of Management and Development Studies in 2007
- 10) National Seminar on *Organised Retailing* organized by Department of Commerce , Lucknow University in 2007

BOOK PUBLICATIONS

- 1) Book titled “**Business Operations**” ; ISBN:978-93-89930-06-1, NEW ROYAL BOOK COMPANY (NRBC); 2020
- 2) Book titled “**Insurance and Risk Management**” ; ISBN:978-93-89930-04-7, NEW ROYAL BOOK COMPANY (NRBC); 2020
- 3) Book titled “**Business Policy**” ; ISBN: 819517521X , NEW ROYAL BOOK COMPANY (NRBC); 2021
- 4) Book titled “**Business Environment**” ; ISBN:8195175295 , NEW ROYAL BOOK COMPANY (NRBC); 2021

RESEARCH PAPER PUBLICATIONS

- 1) **Research Paper Titled “Fintech In India: Opportunities And Challenges”** in International Journal of Research in Finance and Marketing (IJRFM); Vol. 13 Issue 01, January– 2023
ISSN: 2231-5985
- 2) **Research Paper** titled “*A Study On Merger Of Commercial Banks With Special Reference To Public Sector Banks In India*” in International Journal in Management and Social Science; Volume 10 Issue 10, October 2022 ISSN: 2321-1784
- 3) **Research Paper** titled “*A Conceptual Study Of Current Scenario And Future Prospects Of Cryptocurrency In India*” in International Journal of Business Management and Allied Sciences (IJBMAS), Volume 9, Issue 2, ISSN: 2349-4638
- 4) **Research Paper Titled “Conceptual Study Of Pros Side Of Social Media Advertising In India”** in International Journal of Research and Analytical Reviews (IJRAR), April 2022, E-ISSN 2348-1269, P- ISSN 2349-5138
- 5) **Research Paper** titled “*A Conceptual Study Of Government Initiatives Through ‘Atmanirbhar Bharat Abhiyan’ To Support Indian Agriculture In The Covid-19 Pandemic World Health Crisis*” in International Journal of Research in Economics and Social Sciences(IJRESS), February 2021, ISSN: 2249-7382
- 6) **Research Paper** titled “*Financial Innovation: As Seen As The Game Changer In The Indian Financial Sector*” in International Journal of Research in Economics and Social Sciences (IJRESS), October 2020, ISSN: 2249-7382
- 7) **Research Paper** titled “*Goods & Service Tax - A Conceptual Study Of Its Impact On Gross Domestic Product*” in International Journal of Research in Economics and Social Sciences (IJRESS), Vol. 10 Issue 2, February - 2020

- 8) **Research Paper** titled *“Financial Literacy In India: An Analytical Study Of Its Current Scenario”* in International Journal of Research and Analytical Reviews (IJRAR), Vol 6 Issue 2; E-ISSN N 2348-1269, P- ISSN 2349-5138, June 2019
- 9) **Research Paper** titled *“A conceptual study of impact of GST on Indian Economy”* in International Journal Of Business, Management And Allied Sciences (IJBMAS), Vol 6 Issue 1; ISSN:2349-4638, Jan– March 2019
- 10) **Research Paper** titled *“Achieving Competitive Advantage in Market Retention Through Co-opetition Across The Globe: An Analytical Study”* in International Journal of Research and Analytical Reviews (IJRAR) , Vol 6 Issue 1; E-ISSN 2348-1269, P- ISSN 2349-5138 , March 2019
- 11) **Research Paper** titled *“A Conceptual Study Of Impact Of Demonetization On Indian Banking Sector”* in International Journal of Management and Social Science Research Review, Vol-1, Issue-45, March-2018
- 12) **Research Paper** titled *“Study Of Implications Of Demonetization Of Currency In India”* in International Journal in Management and Social Science; Vol.05 Issue-08, (August, 2017), ISSN: 2321-1784
- 13) **Research Paper** titled *“Implications Of Payment Banks Viewed As A Major Innovative Change In The Indian Banking Sector”* in International Journal Of Marketing, Financial Services & Management Research; Vol.6 (1), JANUARY (2017), pp. 13-21
- 14) **Research Paper** titled *“Study of Implementation of Basel III Accord : Key Issues and Challenges Ahead”* in Research Revolution International Journal of Social Science and Management; Vol 5, Issue 3; December 2016, ISSN: 2319-300X
- 15) **Research Paper** titled *“A Study Of Prospects And Implications Of Indian Union Budget 2016”* in International Journal in Management and Social Science; Vol.04 Issue-09, (September, 2016), ISSN: 2321-1784
- 16) **Research Paper** titled *“A Study Of Cutomer’s Attitude Towards Electronic Fund Transfer Services Of Indian Banking Industry”* in ZENITH International Journal of Business Economics & Management Research; Vol. 5 , Issue 12, December 2015, ISSN 2249- 8826
- 17) **Research Paper** titled *“An Empirical Study Of Attitude And Behaviour Of Customers And Bank Employees Towards ATM Banking Services In Urban Region Of Eastern Uttar Pradesh”* in International Journal of Management and Social Science Research Review; Vol.1, Issue.15, September 2015; E-ISSN-2349-6746, ISSN-2349-6738
- 18) **Research Paper** titled *“An Empirical Study Of Customer’s Attitude Toward Mobile Banking Services In Urban Areas Of Eastern Uttar Pradesh”* in Asian Academic Research Journal of Social Science & Humanities; Volume-2, Issue- 6, November-2015; ISSN : 2278 – 859X
- 19) **Research Paper** titled *“The Study Of Indo Japan Trade Relations In The Post Government Change Period In India ”* in Jamshedpur Research Review; 11th Issue
- 20) **Research Paper** titled *“ Implication of Make in India campaign for future economic scenario in India ”* in Asia Pacific Journal of Marketing and Management Research, APJMMR; Vol.4(6), June, 2015; ISSN 2319-2836

- 21) **Research Paper** titled “*An Analysis of Gold Price Variation and Its Impact on Commodity Market in India*” in Arth Prabandh: A Journal of Economics and Management; Vol.4(7); July 2015, ISSN 2278-0629
- 22) **Research Paper** titled “*Analysis Of Gold Prices Variations And Its Impact On Indian Economy*” in International Journal of Trade & Global Business Perspectives; Vol. 3(4), October-December 2014; ISSN (Print):2319-9059, (Online):2319-9067; SJIF (2012): 3.946, SJIF (2013): 5.017.
- 23) **Research Paper** titled “*Role Of E-Banking In Indian Economy In Globalization Era*” in International Journal of Social Science & Interdisciplinary Research; IJSSIR, Vol. 3 (7), July (2014) ; ISSN 2277-3630
- 24) **Research Paper** titled “*A Study Of Non-Performing Assets Of Schedule Commercial Banks In India In The Post Millennium Period*” in International Journal Of Marketing, Financial Services & Management Research; IJMFSMR, Vol.3 (8), August (2014); ISSN 2277-3622
- 25) **Research Paper** titled “*Impact of Technological Innovation on Indian Rural Banking Industry*” in Book Titled: Rural Development in India: A New Perspective

PAPERS PRESENTED

- 1) Research Paper titled “*A Study Of Implementation Of Basel III Accord: Key Issues And Challenges Ahead*” for **Manubhai M. Shah Memorial Research Award(MMSMRA)** at 69th All India Commerce Conference organized by Commerce Association in 2016.(Paper selected amongst top 10 best papers)
- 2) Research Paper titled “*Analysis of Make in India with special reference to future economic scenario in India*” at National Seminar on Emerging Market Economy and Managerial Challenges organized by Institute of Management Sciences, University Of Lucknow in March 2015.
- 3) Research Paper titled “*Impact of Gold Prices Variations on Commodity Market In India*” at 37th All India Accounting Conference And International Seminar on Accounting Education And Research organized by Indian Accounting Association, Lucknow Branch at University Of Lucknow in November 2014
- 4) Research Paper titled “*Impact of Technological Innovation on Indian Rural Banking Industry*” at National Conference organized by Department of Humanities and Social Sciences, Motilal Nehru National Institute of Technology ,Allahabad on Dimensions of Public Policy and Rural Development in 2014
- 5) Research Paper titled “*Role of E-Banking in Indian Economy in Globalization Era*” at National Seminar organized by School of Commerce and Business Studies, Jiwaji University , Gwalior in 2014

WEBINARS / ONLINE SEMINAR & CONFERENCES ATTENDED

- Attended Two-Day Webinar on “Post Pandemic Financial Stress In Indian Business Sector” organised by Institute of Management Sciences, University of Lucknow on 15th-16th May 2020.

- Attended the web-address organised by the Academic Affairs Committee , Shaheed Bhagat Singh Evening College, University of Delhi on 22nd May, 2020.
- Attended International E- Seminar on “Shining India through Development of Rural reconstruction and Swadeshi” on 4th June 2020 organised by Shri Jai Narain Misra Post Graduate (KKC) College, Lucknow
- Attended a web conference on “Environment and Development” organised by the Department of Sociology & Botany, R.R. P G College on 5th June 2020.
- Attended International E- Seminar on 'Changing Paradigms in Marketing' being organised by the Department of Business Administration, University of Lucknow on 7th of June, 2020
- Attended National Webinar on “Impact of Covid-19 on Indian Economy” on 7th and 8th June 2020 organised by Indian Accounting Association, Gwalior Branch.
- Attended a National webinar organized by Department of Commerce, B.S.N.V.P.G College on 14th June 2020 on “Reframing thoughts and making yourself happier: Startegies to build protective career During and After Pandemic”
- Attended international e-seminar on 30th June 2020 on the topic “Rethinking Business Education” organised by the Department of Business Administration, University of Lucknow.
- Attended national e-seminar on “Self-Reliance In Changing Global Environment: Imperatives For India” organized by Department of Business Administration, University of Lucknow and Lucknow Management Association on 4th July, 2020
- National Webinar on “New Education Policy-2020 And Atmanirbhar Bharat” organised by Department of Economics, University of Lucknow, Lucknow on 26th September, 2020
- Attended International Conference, OMRISE III International Conference on “Personal Finance” on 16th and 17th December 2021 organised by Banasthali Vidyapith and Giri UP.
- Attended 4th Research Convention on “Informal economy: The Invisible Hand” on 5th March 2022 organised by Institute of Technology and Science.
- Attended 5 Days Faculty Development Program On Case Method Of Teaching & Writing from 17 May 2022– 21 May 2022 organised by Budge Budge Institute of Technology, Kolkata
- Attended workshop on “ Identifying fake and predatory journals and Intellectual Property Rights(IPR) organized by Budge Budge Institute of Technology, Kolkata on 18th June 2022
- Attended Seven Days Faculty Development Program (Hybrid Mode) on "Use of Tools and Techniques in Research Based Project" organized by Central Project Research Committee, GNIOT from 11-17 October 2022
-

EXTENSION ACTIVITIES

- Appointed as a Reviewer on the board of INTERNATIONAL JOURNAL OF SCIENCE & ENGINEERING DEVELOPMENT RESEARCH (IJS DR)
- Appointed as a Reviewer for the Journal on Banking, Accounting, and Business, published by REST Publisher.
- Invited as judge in MACFAIR International organized by City Montessori School (CMS), Lucknow on 6th November 2022.
- Acted as Resource Person for the one week Faculty Development Programme on “Transforming Teachers for a Sustainable Post COVID-19 World” from August 16, 2021 to August 20, 2021 organised by Institute of Information Technology & Management, affiliated to Guru Gobind Singh Indraprastha University, New Delhi and delivered session on "Private Equity and Venture Capital Financing in Post COVID Era"
- Acted as Resource person in WOMEN ENTREPRENEURSHIP DEVELOPMENT PROGRAM (WEDP) Sponsored by Department of Science & Technology, GOI & organized by Indian Science and Communication Society.
- Acted as Speaker , Chaired the session and delivered a note in the National webinar on the topic " Impact Of Covid-19 On Indian Economy organized by Faculty of Commerce in collaboration with IQAC, Awadhoot Bhagwan Ram PG College, Anpara, Sonbhadra, UP (accredited with grade 'B' by NAAC) on 17th - 18th June, 2020

COMMUNITY SERVICE Participated and lead many activities under NATIONAL SERVICE SCHEME, Government Of India, related to cleanliness, women empowerment, environment conservation, complete literacy , etc.

OTHERS

- Short-listed in the final list of 16 candidates all over India for interview under **Commonwealth Scholarship Plan – 2010 offered by Government of United Kingdom** for Ph.D in Management Studies.

PERSONAL PROFILE

Date of Birth- 01-06-1986

Father’s Name- Mr. Manoj Kumar

Mother’s Name- Dr. (Mrs). Palu Manoj

Nationality- Indian

Languages Known- English, Hindi, German

Marital Status- Unmarried

REFERENCES:

1. PROF. HARSH PUROHIT

Professor & Dean , Faculty of Management Studies, WISDOM
Banasthali University
Mob:9352141489

2. PROF. BIMAL JAISWAL

Professor, Dept. Of Applied Economics
Lucknow University
Mob:9453033262

3. DR. ANUPAMA SRIVASTAVA

Co-coordinator and Senior Lecturer
Institute of Tourism Studies
Lucknow University
Mob:9235555190

I hereby declare that the information furnished above is correct and true up to best of my knowledge.

Date: 12-08-2023

Place: Lucknow


(Shiva Manoj)