

Correspondence Address-

Akanksha Singhi

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62, 63- Padmavati Colony, Near St. Paul

School,

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Dr. Akanksha Singhi

OBJECTIVE

To nourish the young minds through teaching and making them acquainted with subjects like International Marketing, Strategic Management, Marketing management, Organizational behavior etc. so that they can better compete with the competitive global business environment and develop in them necessary skills and attitudes to work together and individually for the betterment of the society.

RESEARCH & PUBLICATIONS

- 1. Research Paper- “Estimated Marketing Efficiency of Chicken (Fowl) Farm- an Empirical Study” published in ICFAI journal of Agricultural Economics. ISSN No 0973-2276**
- 2. Research Paper- “Water Resource Management in Madhya Pradesh” published in Madhya Pradesh Economic Association Journal , of 19 th conference held on 15-16 Feb 2008 ISSN No. 2277-1123**
- 3. Research paper -“Regional Trade Agreements and WTO: Advantages and Challenges ”published in IIFTR edited journal of International Conference held on Feb 13-14 2010. ISBN No. 978-81-7446-960-1**
- 4. Research Paper –“Role of Microfinance in Eradicating Poverty: A Socio Economic Analysis of Group Members of Indore” published in edited book--Value Creation for Competitive Differentiation by prestige institute of management , Indore. of international conference on 30-31 Jan 2011 ISBN No. 978-81-7446-929-8**

- 5. Research Paper- “Comparative Performance Analysis of Public, Private and Foreign Sector Banks ” published in An International Journal of Business and Technology Research, of International conference held on 15-16 th July 2011 . ISSN No. 1941-9414 Vol IV**
- 6. Research Paper- “Globalization Wave and Technological Advancements in Banking” published in international conference on “ Science , Technology and Society” ISBN 978-81-8465-760-9 , 12-13 march 2011**
- 7. Research paper-“ Financial Inclusion –A microfinance initiative by banks in India” published in Edited book “Refurbishing facets of management concepts for new world order” of national conference held on 25th August 2012. ISBN No-978-81- 924981-0-2**
- 8. Research Paper-“ WTO and viability of Indian Agriculture Export” published in edited book “Value Creation for Competitive Differentiation Emerging Financial and Technological Trends” in 6 th international conference on 11-12 Feb 2012. ISBN :978-81-7446-929-8**
- 9. Research paper-“Retailing: Consumer Purchase Decision”, published in conference proceedings on national conference on emerging challenges for sustainable development, IIT Roorkee ISBN No-978-93-81583-46-3, 1-2 june 2012**
- 10. Research Paper –“Micro Finance: Role in Women’s Empowerment” published in edited book “Dynamics of innovative practices in management” of International conference held on 22-24 th December 2012. ISBN No- 978-93-5062-183-7**
- 11. Research Paper-“ A study on buying behavior of men’s wear in modern retail ” published in international conference on “Business Management and Information Technology” on 8th and 9th February 2013 , ISBN No- 978-93-5062-253-7**
- 12. Research paper- “Customer perception towards E- banking services: Comparison between public and private sector banks. (With special reference to IT employees of Indore) ” published in national**

conference on “Emerging trends in Information Tecnology and Management ” on 5 th March 2013 , Indore . ISBN No- 978-93-81583-83-8

Research Project -Involved in an ICSSR project “Marketing Strategies of Small Scale Industries in Indore” under Dr. Ganesh Kawadia

TEACHING EXPERIENCE

Having **14 Years** of Teaching Experience with different Institutes.

(Presently working as)

- Regular Assistant Professor in School Of Economics, **Devi Ahilya Vishwa Vidyalaya, Indore**

Ph. D Submitted “**Retail Banking in New Generation Private Banks**” with special reference to **Indore City**.

(Started as -)

- Visiting Faculty in **Prestige Institute of Management and Science, Mandsoore** in Nov, Dec 1999.
- Associate Faculty in **Prestige Institute of Management and Science, Mandsoore** for Jan- May 2000.
- Visiting Faculty in **Pioneer Institute of Professional Studies** for Aug - Dec 2000.
- Visiting Faculty in **Vaishnav Institute of Management and Science** for Sep - Dec 2000.
- Management Faculty in **Pioneer Institute of Professional Studies** for Jan - Sep 2001.
- Visiting Faculty in **Khalsa College** for Jan- Dec 2003, Jan- May 2004, & Aug- Oct 2005.
- Visiting Faculty in **ICFAI Business School, Indore** from June to Aug 2004.
- Visiting Faculty in **International Institute of Professional Studies** for July

– Dec 2006.

ACADEMIC QUALIFICATION

SPECIALISED TEACHING SUBJECTS

- International Marketing.
 - Sales & Distribution Management.
 - Marketing Management.
 - Principles & Practices of Management.
 - Comparative International Management
 - Consumer Behavior
 - Service Marketing
- Strategic Management.
Human resource Mgmt
Organizational Behavior.

COMPUTER EXPOSURE

- Working knowledge of Microsoft Windows, Windows XP, MS-Office, and Internet.
- **Diploma in Graphics** form EDIT, Indore.

Year	Course	Institution	University/Board	Aggregate
1995 - 98	Bachelor of Arts (B.A.)	Jagdale College	Devi Ahilya University, Indore	63.3 %
1998 - 99	(MBE) Marketing	Pioneer Institute of Professional Studies.	Devi Ahilya University, Indore	82.0 %
2000 -01	Master of Arts (M.A.)	Govt. P. G. College, Mandsoore.	Vikram Vishwa Vidyalaya, Ujjain	60.0 %
2010	Ph.D	School of Economics	Devi Ahilya University, Indore	

EXTRA CURRICULARS

- Certificate Course in Business English.
- Convener in Formal & Informal events of the college “**Colors.**”
- Involved in arranging **Seminars & Guest Lectures.**
- Worked as **Project Guide** in Major Research Projects of students.
- Coordinator **MBA (Business Economics)**
- Departmental coordinator of **IQAC committee** of the institute.
- Member of the **Anti –ragging committee** of the institute
- Member of the **Examination committee** of the institute
- Program Officer** of the **NSS** unit of the institute.
- Departmental Coordinator IQAC**

PERSONAL PROFILE

- Husband’s Name : Kirit Singhi
- Date of Birth : 19July’76.
- Nationality : Indian
- Religion : Hindu
- Languages Known : English, Hindi.

Date.....

Place.....

[Akanksha Singhi]