

## PROFILE

### **Dr.DURGA DUTT MISHRA**

Assistant Professor

B.S.N.V.P.G. COLLEGE

LUCKNOW

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Work Experience:

Corporate- 3.5 years(Worked with Hero Honda Motors Limited in Corporate Office, New Delhi, PICUP an Govt. Of U.P undertaking company Lucknow, Azure, the business magazine, Lucknow)

Research : 4.5 Years ( As an Research Associate at IIM Lucknow)

Teaching: 12 Years

Paper Published: 5

### **Ph.D.**

- Title of Thesis is “An Analytical study of Market Planning for New Product Development in Light Engineering Goods” Department Of Commerce, Lucknow University, India.

### **Professional Qualification:**

- Post Graduate Diploma in Business Management from Institute of Productivity & Management Lucknow, India, 2001 with specialisation in Marketing.

### **Academic Qualification:**

- Post Graduation in Commerce stream (Applied Economics) from Lucknow University in the year 1997.
- Graduation in Commerce stream from Lucknow University in the year 1995.
- I.S.C. in Commerce stream from La-Martiniere College, Lucknow in the year 1992.
- I.C.S.E. from La-Martiniere College, Lucknow in the year 1989.

## Summary

**BSNVPG College, Lucknow ( 6<sup>th</sup> Oct 2010 to 23<sup>rd</sup> March 2011 as a part time Faculty )**

**BSNVPG College, Lucknow (24th March, 2011 to Till date)**

Working as an Assistant Professor in Department of commerce.

**Hero Honda Motors Limited ( Now known as Hero Moto Corp), New Delhi (1 Year)**

Worked in Managerial Role in Corporate planning & Strategies Dept. reporting to Vice President. Research and Analyse market condition for the upcoming project **worth Rs 2000 Crore** and successfully organised various activities related to the project.

**Indian Institute Of Management, Lucknow ( 3.2 Years)**

Worked as Research Assistant in Finance Area

**Azure - The Monthly Business Magazine, Lucknow, India. ( 1.8 Years )**

Was associated as Co-ordinator.

**Globe 'N' Globe Media Conglomerate ( 1 Year)**

Marketing Executive from November 2001 to October 2002. at Lucknow, India.

**Pradeshya Industrial & Investment Corporation Of U.P. Ltd. (Picup) U.P GOVT. Undertaking ( 0.6 Year)**

Management Trainee

**Achievements:**

**Hero Honda Motors Limited ( Now known as Hero Moto Corp), New Delhi**

Research and Analyse market condition for the upcoming project.  
Preparing detailed presentation in subject of market research.  
Efficiently coordinating with concerned department to get the success in new projects.  
Coordinated interviews for all levels for upcoming plant at Haridwar.

**Conference Organised: Indian Institute Of Management, Lucknow, India.**

Assisted in organising the on campus conference titled "Conference on Research in Finance and Accounting "March 17<sup>th</sup> and 18<sup>th</sup> 2005.

Assisted in Organising International Conference on Entrepreneurial and Small Business Finance at IIM Lucknow.

Worked on Organisation of "socio-economic study relating to copyrights and related rights protectable Industries in India", Govt. of India Project.

### **Conference, Workshop and Seminar Attended:**

National Conference on Socio- Economic inequality and Exclusion with Special Reference to India (( Sponsored by UGC , New Delhi) February 25<sup>th</sup> and 26<sup>th</sup> , 2011 organised by Department of Sociology ,B.S.N.V. Post Graduate College, Lucknow ( University of Lucknow).

National Conference on Gandhi and Universal Welfare ( sponsored by UGC, New Delhi ) March 13, 2011 organised by Gandhian Studies Centre, B.S.N.V. Post Graduate College, Lucknow ( University of Lucknow).

National Seminar on Reforms in Indian Tax Structure ( Sponsored by UGC , New Delhi) , May 14<sup>th</sup> & 15<sup>th</sup> ,2011 organised by Department of Commerce, University of Lucknow

National Seminar on Sanctity in Public Life and Gandhian Thought ( Sponsored by UGC , New Delhi) March 18, 2012 organised by Gandhian Studies Centre, B.S.N.V. Post Graduate College, Lucknow ( University of Lucknow).

National Seminar on FDI in Retail Sector in India : Myth & Reality ( Sponsored by ICSSR , New Delhi) , April 20-21st ,2013 organised by Department of Applied Economics , Faculty of Commerce, University of Lucknow

Attended National workshop on the topic “ How to write research paper/article/conceptual paper/book review etc.” On Oct 27, 2013 Organized at Gautam Budhha Degree College, Lucknow.

National Seminar on "Changing Paradigm of Higher Education in India : Issues and Challenges with Special Reference to Uttar Pradesh", October 10<sup>th</sup>, 2018 organised by Lucknow University Associated Colleges Teachers's Association ( LUACTA) In association with National P.G. College, Lucknow.

National Seminar on Need For Forward Looking Development Strategies For India on 5<sup>th</sup> - 6<sup>th</sup> November, 2019 organized by Department of Economics B.S.N.V.P.G. College, Lucknow.

### **Paper Presented & Published**

Paper published in Anusandhan ( Vigyan Shodh Patrika , ISSN: 2322-0708, Year 2013, B.S.N.V.P.G. College Vigyan Parishad) on topic Utility of E-Commerce techniques in Trade.

Presented paper titled “A study of consumer behaviour for new product” in National Seminar on Developed India : Vision 2020 on March 28& 29, 2014 organised by Department of Commerce, University of Lucknow.

Presented Paper titled “ Woman’s Representation and Participation in India Parliament in National Seminar on Treatment and Reflections of culture and Gender in post colonial India (( Sponsored by UGC , New Delhi) March 28<sup>th</sup> and 29<sup>th</sup> , 2015 organised by Department of English ,B.S.N.V. Post Graduate College, Lucknow ( University of Lucknow).

Presented Paper titled “ Digital Learning- New Modes in Higher Education in Indian Context in National Seminar on Digital Learning opportunities in Higher Education Institutes NSDLOCHEI-18 on May 5th , 2018 organised by Department of Physics ,B.S.N.V. Post Graduate College, ( University of Lucknow) in Association with BSNV Digital Learning Club .

Presented Paper titled “ Strategies justifying Consumerism, Social Equity keeping in view Environmental Sustainability” in National Seminar on Consumerism, Social Equity and Environmental Sustainability organized by Academic Development Committee, B.S.N.V.P.G. College , Lucknow on 1-2 February 2020.

Presented Paper titled “ Application of Mathematical Modelling in Artificial Intelligence “ in National Seminar on Prospects of Science & Society in the Era of AI organized by B.S.N.V.P.G. College , Lucknow in association with Vigyan Bharti & The Institution of Engineers ( India) on March 3- 4<sup>th</sup> , 2020.

**Lifetime member of Commerce and Management Research Association (International Journal of Commerce & Management, Lucknow ) .**