

FACULTY PROFILE

NAME : **Dr.Durga wati Kushwaha**

DESIGNATION: **Lecturer (Retail Management)**

QUALIFICATION:

- **UGC - JRF/NET Qualified June 2009 in Management**
- **UGC -NET Qualified June 2010 in Human Resource Management**
- **PhD from Institute of Management Studies, Banaras Hindu University (B.H.U) , Varanasi (2015) in Area of Stress Management (Human Resource Management, Organizational Behaviour & Psychology)**
- **Master of Business Administration (MBA) (Dual Specialization in Human Resource Management & Marketing) from Northern India Engineering College, Lucknow**
- **Bachelor of Science (Zoology & Chemistry) From Dr. Ram Manohar Lohia Awadh University, Faizabad**



EXPERIENCE:

- **Worked as Assistant Professor in Master of Business Administration (MBA) Institute of Engineering & Technology, (An Autonomous Constituent Institute of Dr. A.P.J. Abdul Kalam Technical University Uttar Pradesh,) Lucknow from August 2018 to July 2024.**
- **Worked as Assistant Professor in Master of Business Administration (Agribusiness){MBA (AB)} Institute of Management Studies Rajiv Gandhi South Campus, Banaras Hindu University, Barkachha, Mirzapur from February 2015 to August 2018**
- **Associated as Guest Faculty in Department of Rural Management at Babasaheb Bhimrao Ambedkar University, Lucknow in 2014**
- **Six month working experience as visiting faculty for Master of Tourism Administration(MTA) at Banaras Hindu university (BHU), Varanasi**
- **1year & 6 month working experience as lecturer at Sagar Institute of Technology & Management at Barabanki.**

EMAIL: durga.kush@gmail.com

RESEARCH INTERESTS:

Research Interests Area Include Organizational Behaviour, Stress Management & Psychology (Quantitative Approaches)

Interest Area Include Consumer Behaviour , Entrepreneurship & Agribusiness Management

TEACHING AREAS:

Teaching areas includes Marketing Management, Sales Management, Consumer Behaviour, Marketing analytics, Human Resource Management, Organizational Behaviour, Entrepreneurship, Industrial Relations & labour laws,

PUBLICATIONS:

Papers Published in Journals / edited book:

- Paper entitled “ **Changing Trends in Performance Appraisal Measurement Methods : Organization Ready for the Next Decade**” Published in “**Prabandhan& Taqniki Management Research Journal ”** LNCT-MER , Indore(M.P), ISSN No:0974-8563
- Paper entitled “**Contract farming :Assessing its advantage & challenges**”Published in “**Edited Book ”**Allahabad ISBN No: 978-81-921668-9-6
- Paper entitled “ **Study of Stress Sources Amongst Students & its Coping Strategies ”** Published in “**Edited Book, Crescent Publishers ”**Allahabad ISBN No: 978-81-910494-4-2
- Paper entitled “**Making Eco friendly Products More Friendly- New Promotional strategies Concerning Green Marketing ”** Published in “**Prabandhan& Taqniki Management Research Journal ”** LNCT-MER , Indore(M.P), ISSN No:0974-8563 , Vol.6/ August 2012.
- Paper entitled “**Customer Perception about Retail Service Quality in Varanasi District : Comparative study ”** Published in “**Edited Book, Himalaya Publishing House”** Mumbai ISBN No: 97893850972670
- Paper entitled “ **India’s FDI Reforms in Retail : Perspectives From Porter’s Model ”** Published in “**Edited Book, Excel India Publisher”** New Delhi ISBN No: 9789382062738
- Paper entitled “**Employee Satisfaction & Motivation among Non –Teaching staff of University: A case study of Banaras Hindu University**” Published in “**Amity Business Journal”** Amity Business School, Lucknow (U.P), ISSN No:2278-0904, Vol.2 Number 2 / August 2013.
- Paper entitled “**Employee Satisfaction among Non-Teaching Staff in Higher Education: Evidence from Indian University**” Published in “**Asian Journal of Managerial Science”** The Research Publication,Coimbatore, Tamil Naidu ISSN No:2249-6300, Vol.2 Number 2 / January –June 2013.

- Paper entitled **“Stress in Teachers Engaged in Higher Educational Institutes: A study”** Published in **“Samiksha” United Group of Institutions, Allhabad (U.P), ISSN No:2278-0904, Vol.4 Number 1 / January –June 2013.**
- Paper entitled **“Role Stress among Teachers of Technical Education: A study of Poorvanchal region”** Published in **“Saaransh”RKG Journal of Management, Ghaziabad (U.P), ISSN No:0975-4601, Vol.5 Number 2 / January 2014**
- Paper entitled **“Exploring The Potential of Agro-Food Tourism in Mithilanchal Region, Bihar (India)”** Published in **Edited Book, Hospitality and Tourism Industry: Modernization, Innovations and Opportunities, New Delhi , ISBN No:978-93-83316-29-8**
- Paper entitled **“Skill Gaps Analysis in Food Processing Industry with Special Reference to Fruits and Vegetables”** Published in **Asian Journal of Science and Applied Technology, ISSN No:2249-0698, Vol.4 Number 2 / January 2015**
- Paper entitled **“ A study on customers preferences for store selection in Varanasi District”** Published in **Knowledge Hub Journal, ISSN No:0973- 6425, Vol.9 Number 1/ January 2013**
- Paper entitled **“Factors influencing employee motivation in Indian university: a case study of Banaras Hindu university ”**Published in**Journal of organisation and Human Behaviour ,ISSN No:2277-3274Vol.5 Issue 2, April 2016**
- Paper entitled **“Study of Marketing Strategies and Marketing Mix Perception towards PAN Seeds in Gaya District: A comparative Study ”** Published in **“Edited Book, Bharti Publications” New DelhiISBN No: 978- 93-85000-95-9**
- Paper entitled **“Market Feasibility study for Marketing Milk & Milk Products for Maval Dairy”** Published in **“Edited Book, Bharti Publications” New DelhiISBN No: 978-93-85000-46-1**

WORKSHOP/CONFERENCES:

Workshop / Faculty Development Programm Participated :

- (1) Participated in **One Day Faculty Development programme (FDP)** organized by **Lal Bhadur Shastri Institute of Management&Development Studies, Lucknow**
- (2) Participated in **Seven day workshop on “ Technical communication for research scholar”**organized by **Department of Extension education , Institute of Agricultural sciences , Banaras Hindu university (BHU) , Varanasi**
- (3) Participated in **Two weeks workshop on “ Human Values & ethics ”**organized by **Malviya Anusheelan Kendra , Banaras Hindu university (BHU) , Varanasi**
- (4) Participated in **Seven day workshop on “ Research Methodology in social sciences & Humanities :Exploring Interdisciplinary Perspectives ”**organized by**Centre for**

study of social exclusion & inclusive policy , Faculty of Social Sciences , Banaras Hindu university (BHU) , Varanasi

(5) Participated in **One week** National workshop on “ **Research Methodology & Statistical analysis** ”organized by **Faculty of Management Studies , Banaras Hindu university (BHU) , Varanasi**

(6) Participated in **Two week** workshop on “ **Orientation Course in women Studies**”organized by **Faculty of Social Sciences , Banaras Hindu university (BHU) , Varanasi**

(7) Participated in **Four Day** workshop on “**Latex Training Programme**”organized by **DST- Centre for Interdisciplinary Mathematical Sciences , Banaras Hindu university (BHU) , Varanasi**

(8) Participated in **Four Day** workshop on “**Total Quality Management**”organized by **Department of Mechanical Engineering , Indian Institute of Technology, Banaras Hindu university (BHU) , Varanasi**

(9) Participated in **Two week Faculty Development Program** on “ **Entrepreneurship Development** ”organized by **Counselling & Placement cell” University of Lucknow in association with Entrepreneurship Development Institute , Gujarat .**

(9) Participated in **Eight days faculty Development Program** on “**Universal Human Values & Professional Ethics**” organized by **TEQIP- III & Conducted by value Education cell, AKTU, Lucknow.**

Conference Attended / Paper Presented :

Ø Participated in National Conference on “ **Women Entrepreneurship in India** ” organized by **Faculty of Management Studies (FMS), Varanasi**

Ø Participated & Presented paper in National Seminar on “ **Global Scenario in Marketing , finance HR & IT in Next Decade** ” organized by **Lakshmi Narain College of Technology , Management Education& Research , Indore**

Ø Participated & Presented paper in National Seminar on “ **Food Security & sustainability of agriculture** ” organized by **U.P. Rajashri Tandon Open University , Allahabad**

Ø Participated & Presented paper in National conference on “ **Services in the Emerging Economies: The Road ahead** ” organized by **United group of Institutions, Allahabad**

Ø Participated & Presented paper in **2nd National Multi conference (contemporary Global trends in technology & Management)** on “**Management Scenario: Post Recessionary Perspective in Marketing, Finance, HR & IT: Vision & Priorities**” organized by **Lakshmi Narain College of Technology, Indore.**

Ø Participated & Presented paper in National conference on “ **Global Challenges and Opportunities in the Post-Recession Era : A Managerial Perspective** ” organized by **Faculty of Commerce, Banaras Hindu University , Varanasi**

Ø Participated & Presented paper in National conference on “**Social Accommodation of Widows: State, NGOs& Society**” organized by **Department of Sociology, Faculty of Social Sciences, Banaras Hindu university (BHU) Varanasi.**

Ø Participated & Presented paper in National conference on “**Management & Technology for Skill Development**” organized by **School of Management Sciences (SMS) Varanasi.**

Ø Participated & Presented paper in National conference on “**Poverty in India : Challenges & Possibilities** ” organized by **Department of Economics, Mahatma Gandhi Kashi Vidya Peeth(MGKVP) Varanasi**

Ø Participated & Presented paper in National conference on “ **Challenges & prospects of Indian Culture in Present times**” organized by **Department of Sociology ,Faculty of Social Sciences,Banaras Hindu university (BHU) ,Varanasi**

Ø Participated & Presented paper in National conference on “**on Legal Protection of Consumers in a Global Economy – Recent Approaches**” organized by **Faculty of Law, Banaras Hindu university (BHU) ,Varanasi**

Ø Participated & Presented paper in National conference on “**Doctoral Research in International Context**”organized By**National Institute of Food Technology Entrepreneurship and Management, Sonapat , Haryana .**

Ø Participated & Presented paper in National conference on “**Paradigm Shift in Agri-Business and Rural Development** ” organized By **MBA Agribusiness, Institute of Management Studies, Rajiv Gandhi South Campus, Banaras Hindu University, Mirzapur .**

Ø Participated & Presented paper in National conference on “**Transforming from Developing to a Developed Economy**” organized By **School of Management Sciences , Lucknow**

Ø Participated & Presented paper in International conference on “ **Emerging Indian Economy: Opportunities & Challenges** ” organized by **BBS group of Institutions, Allahabad**

Ø Participated & Presented paper in International conference on “ **International conference on Marketing Paradigms** ” organized by **Faculty of Management Studies, Banaras Hindu University , Varanasi**

Ø Participated & Presented paper in International conference on “ **Marketing & Business Strategy** ” organized by **ICFAI Business School (IBS) Hyderabad {ICFAI Foundation for Higher Education (IFHE)}**

Ø Participated & Presented paper in International conference on “**Socio Technical Frontier of Global Management**” organized by **Rajarshi School of Management & Technology (Udai Pratap Group of Institutions) , Varanasi**

Ø Participated & Presented paper in International conference on “**Re-imaging Indian foreign Policy Emerging Challenges & Strategies**” organized by **Department of Political Science, Faculty of Social Sciences, Banaras Hindu university (BHU) ,Varanasi.**

EXTRA CURRICULAR INVOLVEMENT:

Conference Organised (In Capacity of Joint Organizing Secretary)

(1) National Conference on “ Paradigm Shift in Agri-Business and Rural Development ” MBA Agribusiness, Institute of Management Studies, Rajiv Gandhi South Campus, Banaras Hindu University, Mirzapur organised on March 5, 2017

(2) National Conference on “ Emerging Business Practises ” Institute of Management Studies, Banaras Hindu University, Varanasi organised on April 7 & 8, 2018.