



DR. SHWETA SRIVASTAVA
(PhD, M.Com, PGDM)

Resi : D-2098, Indira Nagar, Lucknow
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TOTAL EXPERIENCE: 23+ YEARS

ACADEMICS

Experience: 20 years

**16th March '15 –
Till date**

BBD University, Lucknow

Designation

Professor, School of Management.

**April 2007- 14
March '15**

International Institute for Special Education, Lucknow

Designation

Additional Director (Professor) and Head Corporate Relations

Key Areas :

-Teaching in BBA & MBA/ PGDM.

Papers taught:

Business Law.

Managerial Economics.

Insurance & Risk Management.

Rural Marketing

- Placement of PGDM Batch.

**June'06- March'07
Designation**

**Mahila Degree College, Lucknow
Lecturer**

**Sept'04- Dec'05
Designation**

**Rai Group, (Rai Business School & NIILM), Lucknow
Lecturer**

INDUSTRY

**Jan'06- March'07
Designation**

**Tackyon IT Consulting Pvt. Ltd., Lucknow
Recruitment Head**

**Aug'00- Mar'02
Designation**

**Arvind Brands Ltd., Lucknow
Administrative Officer**

Academic Qualification:

- Bachelor of Commerce from A.P.S. University, Rewa, (M.P.), 1997

- Senior Secondary School Certificate, CBSE Board, Kendriya Vidyalaya, Rewa, (M.P.), 1993
- High School, CBSE Board, Kendriya Vidyalaya, Rewa, (M.P.), 1991

Professional Qualification:

- Ph.D. awarded on January 2012 on the topic “ Role of Information Technology in Supply Chain Management of Retail Industry (With Special Reference to Spencers), by CSJM University, Kanpur.
- Master of Commerce from CSJM, Kanpur University, Kanpur, (U.P.), 2004
- Post Graduate Diploma in Management, GHSIMR (Gaur Hari Singhaniya Institute of Management and Research), Kanpur, with specialization in Marketing, 1999

Other Certifications:

- AMT (Accredited Management Teacher) Certification from AIMA.

Research Papers and Publications:

- Satyendra Kr. Singh & Shweta Srivastava: Role of Information Technology in Rural Areas, Management Practices Beyond Recession, Rai Business School, Volume II, 2009, Pg. No. 35-48
- Sudhanshu Chamanji, S.K. Chauhan & Shweta Srivastava: Phasing out of Maruti Suzuki-800: Issues and Consequences, Journal of Lal Bahadur Shastri Institute of Management, Lucknow, Volume 3 No.1,2009, ISSN 0974-4002, Pg. No. 25-28
- Shweta Srivastava: Telemedicine: Healthcare at the doorsteps of Rural India, Convergence Asia, Volume VIII No. 3, Quarterly Magazine of IISE, 2009, ISSN 0973-9033, Pg. No. 24-28.
- Shweta Srivastava & Rajneesh Khare: Employment: Yesterday, Today and Tomorrow- An Indian Perspective, International Journal for Applied Research, Volume III No. 1, January 2013, ISSN 2249-555X, Pg. No. 36-38.
- Shweta Srivastava & Richa Bajpai: Study of Stress at Work Place among Management Faculty, International Research Journal of Humanities, Engineering & Pharmaceutical Sciences, Volume I No. 9, 2015, P- ISSN 2249-2569, E-ISSN 2320-2955, ISBN 978-81-909047-9-7, Pg. No. 63-66.
- Naheeda Praveen & Shweta Srivastava: Online Shopping: A fiduciary relationship between e-tailer and customer, iJARS International Journal of Management & Corporate Affairs ISSN: 2455-1473 Volume III, Issue 2 (Mar/Apr- 2017)
- Chaudhary, B. & Srivastava, D. S., HR Analytics and Employee's Performance Management: An Assessment built on existing literature, INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY: APPLIED BUSINESS AND EDUCATION RESEARCH, 2021, 2(2), ISSN :2774-5368, Pg. no. 142-152.
<http://ijmaberjournal.org/index.php/ijmaber/article/view/65/31>
- Naman Pathak & Shweta Srivastava: The Study of Challenges Faced by Nurses During Covid19 in Lucknow City (state Capital of Uttar Pradesh), Kala Sarovar , ISSN: 0975-4520, Vol.-24-No.-3-2021, pg. no. 185-189
- Naman Pathak & Shweta Srivastava: a Study on Training Need Analysis (With Special Reference to Employees of Logistic Sector), Turkish Journal of Qualitative Research (TOJQR), UGC SCOPUS Indexed, Vol 12, Issue 9, August 2021, e- ISSN 1306591, Pg No. 1894-1902
- Naman Pathak & Shweta Srivastava: Factors Affecting Training Effectiveness Of Nurses In Private And Government Hospitals Of Lucknow City (State Capital of Uttar Pradesh),

Journal of the Maharaja Sayajirao University of Baroda, Volume-55 No.1 (IV) 2021, ISSN: 0025-0422, Pg. No. 33-38,

file:///C:/Users/admin/Downloads/RESEARCH%20PAPER%201(Mharaja%20journal).pdf

- Mariyam Chandni & Dr. Shweta Srivastava, Analysis of Consumer Buying Behavior & Satisfaction Towards Fortified Edible Oils in Lucknow, Kala Sarovar, UGC Care Group -1 Journal, ISSN: 0975-4520, Vol- 24 No. 04 October- December 2021, Page no. 18-23
- Brijendra Chaudhary & Dr. Shweta Srivastava, Human Resource Analytics- Exploratory Study of Its Role, Opportunities and Challenges, Anvesak, Refreed Journal of Sardar Patel Institute of Economics and Social Research, Vol 51, No. 1 (VII), July- December 2021
- Himanshee Parihar & Dr. Shweta Srivastava, The Relation between Employee Commitment and Performance of the Employee, Shodhsamhita, UGC Care Group 1 Journal, Vol- IX, Issue II (IV), May 22, ISSN: 2277-7067
- Himanshee Parihar & Dr. Shweta Srivastava, the Impact of Covid-19 on Employee Commitment based on Gender Differences in Faculties in Kanpur city, Kanpur Philosophers, UGC Care Group 1 Journal, Vol-IX, Issue-II (II), 2022, ISSN: 2348-8301
- Brijendra Chaudhary & Dr. Shweta Srivastava, Impact of HR Analytics on Employee Performance : An Exploratory Analysis of Industrial Catering Companies in Oil & Gas Sector in Abu Dhabi, Wesleyan Journal of Research, Vol 15 No 01, August 2022, ISSN 0975-1386, pg no. 21-35
- Mariyam Chandni & Dr. Shweta Srivastava, An Empirical Study of Consumer Buying Behaviour towards FMCG Products with Special Reference to Lucknow City, Journal of The Asiatic Society of Mumbai, ISSN: 0972-0766, Vol XCVI, 2022
- Neetu Jain & Dr. Shweta Srivastava, Investor Perception And Response To The Covid 19 Crisis For Selected Sectors Of The Indian Stock Market, Journal of Maharaja Sayajirao University of Baroda (ISSN : 0025-0422) Vol 57 2023 No.1 (III), Pg no 30-36
- Ashish Saxena, Sadhana Tiwari, Shashank Bhardwaj, Shweta Srivastava, Nitendra Kumar, A Bibliometric Review of Green Finance: Current Status, Development and Future Directions, Folia Oeconomia Stetinensia, Vol 23, Issue 2, ISSN (PRINT) 1730-4237, ISSN (ONLINE) 1898-0198, Pg no. 331-352
<https://sciendo.com/article/10.2478/fofi-2023-0034>
- Neetu Jain & Dr. Shweta Srivastava, The Effect of the Covid 19 Announcement on the Stocks of Certain Sectors in the Nifty, Journal of Management and Entrepreneurship, Vol. 17, Issue 3, July-September 2023, ISSN 2229-5348, UGC CARE GROUP 1, Pg. no. 121-126
- Ritesh Krishna Srivastava & Dr. Shweta Srivastava, Predictive Study on Banker's Adoption of Fintech Apps: Role of In-Branch Efforts and Challenge Areas, JIM Quest, Journal of Management and Technology, Vol. 21, Issue No 1, July-December 2025, ISSN 0975-6280, Refereed Research Journal, Pg. No. 63-75

Papers Presented:

- Shweta Srivastava, FDI in Organized Retail, National Seminar (UGC) on The New Era of Retailing in India- The Road and Challenges Ahead, DAV College, Kanpur, 2008
- Shweta Srivastava, Managing Inflation: Opportunities and Challenges for Organised Retail Industry, National (UGC) Seminar On Impact of Inflation on Indian Economy, DAV College, Kanpur, 2009
- Shweta Srivastava, Joint Liability Customer V/s SHG: Success Story of Sanchetna Financial Services Pvt. Ltd., National Seminar on Inclusive Growth in India : A Relook into the Socio Economic Perspectives, Motilal Nehru Institute of Technology, Allahabad, 2010
- Shweta Srivastava, Expected Organizational Climate for the Faculty Members to Stay, National Seminar on Frequent Job Hopping by Faculty Members of Management and

Technical Institutions: Reasons and Remedies, Institute of Environment and Management, Lucknow, 2011

- Shweta Srivastava, Right to Food Security: Right to Food or Right to be Alive, International Seminar on Future of Human Rights, Humanity and Culture in Emerging Globalised World by All India Rights Organization, December 2012
- Shweta Srivastava, Small Hydro Power Policy and PPP: The Growth Trajectory, National Seminar on Public Private Partnership and Sustainable Development in India, DAV College, Kanpur, 2015
- Shweta Srivastava, Innovations in Microfinance-Need of The hour, National Seminar on Impact of Emerging Trends in Retail Industry in India, SRM Business School, Lucknow, 2019
- Shweta Srivastava, Health: The Greatest of all Possessions, National Seminar on Vision New India: Strategies and Prospects, Shri Jai Narayan PG College, Lucknow, 2019
- Shweta Srivastava, 'Surviving the Pandemic: The MSME Version' International Webinar on 'Strategies for Revival of Indian Business in the Post-Pandemic Economic Scenario', organized by Indian Accounting Association, West Bengal Branch, 2020.
- Shweta Srivastava, Technology- The Driving Force for Mobile Wallet Companies, National Web Conference on emerging Trends, Opportunities, Issues and Challenges in today's practical world of commerce and Management, organized by Faculty of Commerce and Business Studies, Motherhood University, Roorkee, Uttarakhand, 2020
- Shweta Srivastava, Employees Training Practices during Pandemic in Resilience and Reinvention in Turbulent times : HR and Marketing Perspective, International Web Conference (HRMK- 2021) by Maharaja Agrasen Institute of Management Studies, October 7, 2021
- Shweta Srivastava, Changing Team Dynamics during Work From Home Practices, 5th National Conference on Global Challenges in Business, Economy and Society: For Sustainability and Growth in New Normal, STEP-HBTI, Kanpur, 21-22 December 2021
- Shweta Srivastava, The Evolution and Impact of Fintech in India, International Conference on AI in Digital Growth, BBD University, Lucknow, April 12, 2025
- Shweta Srivastava, Predictive Study on Banker's Adoption of Fintech Apps: Role of In-Branch Efforts and Challenge Areas, International Conference on RISE(Responsible Innovation for Sustainable Economy, Jaipuria Institute of Management, Ghaziabad, July 5th 2025.

Seminars/ Conferences/ Workshops/ FDPs/ Webinars Attended:

- Shweta Srivastava, Innovations: A New Paradigm in Management Opportunities and Challenges, National Conference at IISE, Lucknow, 2011
- Shweta Srivastava, Responsible Management Education, Workshop by Department of Business Administration, University of Lucknow, 2014
- Shweta Srivastava, Research Methodology in Social Sciences, FDP by Department of Business Administration, University of Lucknow, 2016
- Shweta Srivastava, Statistical Package for the Social Sciences (SPSS), FDP by School of Management, BBD University, Lucknow, 2016
- Shweta Srivastava, Multivariate Analysis Using SPSS, FDP by School of Management, BBD University, Lucknow, 2016
- Shweta Srivastava, MS Excel in Teaching and Research, FDP by School of Management, BBD University, Lucknow, 2016
- Shweta Srivastava, The Case Method of Teaching, Workshop by School of Management and ET Cases, BBD University, Lucknow, 2018

- Shweta Srivastava, Statistical Analysis through R Studio, School of Management, BBD University, Lucknow, 2019
- Shweta Srivastava, Moodle- Learning Management System (Online) , FDP by Spoken Tutorial Project- IIT Bombay from 15th May to 19th May, 2020 remotely at BBD Engineering College, Uttar Pradesh, Lucknow
- Shweta Srivastava, E- Content Development for Online Learning, National Webinar organized by HNB Garhwal Central University, Srinagar in Collaboration with Shri Guru Ram University, Dehradun, 2020
- Shweta Srivastava, Water Sampling on Unmanned Autonomous Guided Vehicle, National Webinar organized by Department of Electronics and Communications Engineering, School of Information and Communication Technology, Gautam Buddha University, Greater NOIDA, Uttar Pradesh, 2020
- Shweta Srivastava, IT Enablement of Supply Chain, National Webinar organized by Department of Business Administration, Faculty of Commerce, Jai Narain Misra PG College, Lucknow, Uttar Pradesh, 2020
- Shweta Srivastava, Effect of Covid-19 on Indian Economy and its Management in Current Business Scenario, School of Management, BBD University, Lucknow, Uttar Pradesh, 2020
- Shweta Srivastava, Building New Capabilities Post Covid-19, Webinar organized by School of Management Sciences, Lucknow, Uttar Pradesh, 2020
- Shweta Srivastava, Impact of Covid-19 Pandemic on MSMEs in India: A Key to Surviving the Catastrophe, National Webinar organized by B.Com(Hons) Program, Faculty of Commerce, Jai Narain Misra PG College, Lucknow, Uttar Pradesh, 2020
- Shweta Srivastava, Reflection towards Covid-19: Issues and Challenges, National Webinar organized by School of Management, BBD University, Lucknow, Uttar Pradesh, 2020
- Shweta Srivastava, Role of ICT in Good Governance, Webinar organized by School of Management, BBD University, Lucknow, Uttar Pradesh, 2020
- Shweta Srivastava, Changing Paradigms in Marketing, E-Seminar, organized by Department of Business Administration, University of Lucknow, Uttar Pradesh, 2020
- Shweta Srivastava, Role of Financial Institutions in Economic Recovery of India, Webinar organized by Institute of Management Sciences, University of Lucknow, Uttar Pradesh, 2020
- Shweta Srivastava, Foregrounding the Spectrum of Character Building in Modern Human Life, FDP Organized by department of Humanities and Science, Bala ji Institute of Technology and Science, 25th June to 3rd July 2021.
- Shweta Srivastava, Pedagogical Teaching Learning Process through Qualitative Research, FDP organized by Department of Management, Ambalika Institute of Management and Technology, 21st March to 26th March 2022.
- Shweta Srivastava, Intellectual Property Rights, FDP organized by Integrated Academy of Management and Technology, Ghaziabad, 5th to 9th August 2024.

Book Chapters :

- Himanshee Parihar & Shweta Srivastava, Companies Act 2013 and Corporate Governance in India, First Impression : December 2020, Conference at Step HBTI, ISBN 978-93-89947-25-0, Pg. No. 90-97
- Shweta Srivastava & N. Venkata Vijaylakshmi, Introduction about Business Communication, Comprehensive Studies of Business and Finance Management, Vol II, June 2025, ISBN 978-93-7143-492-8, Pg. 103-112
- Shweta Srivastava, Controlling, System and Process of Controlling, Comprehensive Studies of Business and Finance Management, Vol II, June 2025, ISBN 978-93-7143-492-8, Pg. 297-307

Patents:

- Real-Time Bulk SMS Sending Machine, Design no. 431921-001, 27.09.2024

Others

- Shweta Srivastava, External Evaluator for the Ph.d. Thesis of the Department of Management, MONAD University, Hapur.

Date:**Place:****(Shweta Srivastava)**