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Name: – Dr. SANJEEVA SHUKLA



Designation: – Professor

Department: – Faculty of Commerce

College Name: – V.S.S.D. P.G. College, Kanpur

Pin Code: – 208002

Contact / email id: - dr.sanjeeva.vssd@gmail.com

Area of Research: - Finance/Accounts

Educational details: -

Examinations	Name of the Board / University	Year of Passing	Division/ Class/ Grade	Subject/s	Rank and Remark if any
Matriculation/ High School	UP Board Allahabad	1982	IInd	Hindi, English, Banking, Math	
Intermediate (10 + 2)	UP Board Allahabad	1984	IInd	Hindi, English, Account, Business Org.	
B.A. / B.Sc. / B.Com. / & equivalent	C.S.J.M. U. Kanpur	1986	Ist	Commerce, Economics, Business English	
M.A. / M.Sc. / M.Com. / & equivalent	C.S.J.M. U. Kanpur	1988	Ist	Financial Accountancy, Marketing, Taxation	

Degrees	Title	Date of Award	University
M.Phil.	Research Methodology-	1989	CSJMU Kanpur
Ph.D. / D.Phil.	The Working of Industrial Development Bank of India in India with special reference to UP- A study	07/04/1995	CSJMU Kanpur
D.Sc. / D.Litt.			
Others (Please Specify)			

Teaching Experience: - 32 Years

Honour/ Award/ Fellowship: - NA

Book Published: - 01 (Financial Management, ISBN: 9898407078, November, 2022)

Book Chapters: -

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II(a) Publications other than journal articles (books, chapters in books)

S.No.	Title of Book or chapter with page no.	Publisher Detail	Published by International/National/Local Publishers	Year	ISSN/ISBN No.	Total No of authors	Whether you are the main author	API Score Claimed	API Score approved by IQAC	Annexure No	Page No	API Score approved by Screening Committee
1	A review of Human trafficking in India	H.S.R.A Publications, Bangalore	National	2022	978-93-5506-229-1	2	Yes	5		8	145-152	
Total API-IIIB								5				

Research Paper published in international/ national seminar proceedings: -

I : Research papers (Journals, etc)

S.No.	Title with page no.	Journal Name	UGC Sr.No/CARE list NO.	Year	ISSN No.	Impact factor as per Thomson Reuters	Total No of authors	Whether you are the First/Principal / corresponding author / supervisor / mentor author
1	Economic perspective of consumerism pp. 313-138	Journal of Information and computational Science		February, 2022 Volume 12 Issue 2	1548-7741		2	Principal

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2	Rational for Environmental Accounting in Indian Corporate Sector pp. 108-112	SAMBODHI		October-December 2020 Volume 43 Issue4	2249-6661		2	Principa 1
3	Improving Living Standard of People in Bundelkhand Region through Solar Energy pp. 49-52	Vidyawarta Peer reviewed International Journal		April-June, 2020 Volume 3 Issue 34	2319-9318		1	Sole
4	A Strategically Analysis of Entrepreneurial Ecosystem in India pp. 111-117	Vidyawarta Peer reviewed International Journal		April-June, 2019 Volume 3 Issue 30	2319-9318		1	Sole
5	USE OF ENVIRONMENTAL ACCOUNTING IN INDIAN BUSINESS INDUSTRY pp. 41-45	Vidyawarta Peer reviewed International Journal		July-September, 2018 Volume 3 Issue 25	2319-9318		2	Principa 1
6	PERCEPTION OF INVESTORS TOWARDS CORPORATE ENVIRONMENTAL TRANSPARENCY pp.92-96	Printing Area International Research Journal		June, 2018 Volume 2 Issue 42	2394 - 5303		1	Sole
7	Impact of Adopting The International Financial Report Standards (IFRS) on the Indian Corporate pp. 107-111	Printing Area International Research Journal		January, 2018 Volume 01 Issue 37	2394 - 5303		1	Sole

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8	Perception of Banking Customers towards Private Banking Services pp.38-41	Printing Area International Research Journal	March, 2017 Volume 02 Issue 27	2394 - 5303	1	Sole
9	Effectiveness of Emotional Appeal in Advertising of Brands pp. 129-132	Vidyawarta Peer reviewed International Journal	April-June, 2016 Volume 3 Issue 14	2319- 9318	1	Sole
10	WTO: Challenges and Dilemmas of Environmental Protection pp. 83-87	Printing Area International Research Journal	January, 2016 Volume 01 Issue 13	2394 - 5303	1	Sole
11	A Review of Literature for Fundamental Market Segmentation Criteria pp.80-88	Printing Area International Research Journal	January, 2015 Volume 01 Issue 01	2394 - 5303	2	Principa 1
12	Impact of Climate Change on Agriculture Production pp. 142-144	Vidyawarta Peer reviewed International Journal	January-March, 2013 Volume 04 Issue 01	2319- 9318	2	Co- author
13	Decline of Public Sector Ownership in India : Role of Mid Managers to Savior pp. 114-122	VSRD International Journal of Business & Management Research	March, 2012 Volume 2 Issue 3	2231- 248X	3	Co- author
14	Problems and Prospects for Marketing of Rural Products: An Empirical Study of	VSRD International Journal of Business & Management Research	December, 2011 Volume 1 Issue 10	2231- 248X	3	Co- author

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	Tribal Regions (India) pp. 616-623						
15	Role of CSR in Indian Economy	Sampriti pp. 228-236		September, 2022 Volume 2 Issue 07	2454- 3837		Sole
16	Impact of outsourcing material availability in decision making	Shodh Sanchar pp. 119-127		September, 2022 Volume 3 Issue 06	2229- 3620		Sole
17	Role of E-commerce in reducing operational cost	Shodh Sarita pp. 152-161		October, 2022 Volume 2 Issue 04	2348- 2397		Sole

Research supervised at P.G, M.Phil., and Doctorate level: -

S. No.	Number Enrolled (Attach the detail)
Ph. D.(Degree Awarded)	1. Ambar Faima (Reg. No. 15110058) 2. Avinash Awadh (Reg. No. 15110064)
Ph. D. (Enrolled)	1. Dilip Kumar 2. Sandhya Swarnkar 3. Ashish Sharma (JRF) 4. Pallavi Agarwal (JRF)
M.Phil./P.G. dissertation(Degree Awarded)	NA

Seminar / Workshop Organized: - NA

National Seminar and Conference Attended: -

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S. No.	Title of the Invited lectures / papers	Title of Conference / Seminar /workshop etc	Organized by	Sponsored by	Whether International(abroad)/ International(within country)/ National/ State or University level
1	July, 2020 Ethical issues in writing dissertation	Plagiarism in Research and its Prevention (July,30, 2020)	Library, Govt. RBR NES PG College, Jashpur C.G.	UGC New Delhi	National
2	July, 2020 Opportunities and Challenges faced by the online educational services in the post covid-19	Opportunities and Challenges of a Paradigm shift-From offline to online teaching learning (July,4, 2020)	Department of Education, Pragati College, Raipur, C.G	UGC New Delhi	National
3	June, 2020 Stress Management among students and its impact on learning process	Stress Management Problems and Challenges in Higher Education Global perspective (June,15, 2020)	Department of Commerce, G.S. College of Commerce and Economics, Jabalpur, MP	UGC New Delhi	National
4	December, 2017 Corporate Social Responsibility in India: Trends, Issues and Strategies.	Corporate Social Responsibility in India: A step ahead for socio-economic transformation (December,22-23, 2017)	Shri Guru Nanak Girls Degree College, Lucknow	UGC New Delhi	National
5	March, 2016 Inclusive Growth and Inclusive Development	Accelerating Rural Growth: New market Avenues (March , 4 & 5, 2016)	IBM, CSJMU, Kanpur	UGC New Delhi	National
6	January, 2016 Sustainable Development of community property	Environment: Issues and strategies (January,28,2016)	Rooprani Sukhnandan Singh Mahavidyalaya, Kanpur	UGC New Delhi	National
7	March, 2012 Indian Capital market and regulatory-framework background, performance and emerging issues	Emerging trends in Indian Capital Market (3 rd & 4 th March, 2012)	Department of Commerce, Janta College, Etawah	UGC New Delhi	National
8	December, 2009 Proposed tax code and Indian Economy	Impact of proposed income tax policy/code on Indian Economy (December,7,2009)	Brahmavart P.G. College, Mandhana, Kanpur	UGC New Delhi	National
9	April,2009 Challenges and opportunities of E-banking in India- An overview	National Seminar on banking and insurance in 21 st century (April,5, 2009)	Faculty of Commerce, BHU, Varanasi	UGC New Delhi	National
10	September, 2008 Impact of shopping malls on small shopkeepers	The new era of Retailing in India- The Road and Challenges Ahead (September,27, 2008)	DAV College, Kanpur	UGC New Delhi	National
11	January, 2006 Land use pattern in UP	Sustainable Development and land resources: Opportunities and challenges (January, 27 th & 28 th , 2006)	Armapore P.G. College, Kanpur	State land use board, planning department, govt. of UP	National
12	December, 2005	Annual conference of the Uttar Pradesh Economic	The Uttar Pradesh Economic Association held at C.S.A. University	The Uttar Pradesh	National

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	Challenges and remedies of UP Industrialization	Association(December,18th & 19th, 2005)	of Agriculture and Technology, Kanpur	Economic Association	
13	February, 2005 WTO: Challenges and dilemmas of environmental protection	World Trade Organization and Indian Economy (February,25, 2005)	Faculty of Commerce V.S.S.D. College, Kanpur	UGC New Delhi	National

International Seminar and Conferences Attended: - NA

Administrative experience and member in academic bodies: - NA

Research Id's: -

Other Activities: -

