

Dr. BHOOMIKA SINGH SENGAR



PERMANENT ADDRESS: TAPASTHALI,
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CAREER OBJECTIVE:

To gain sound knowledge of different aspects in Business Administration and to widen my horizons by three-fold process of learning, developing and grouping at every stage of life.

PROFESSIONAL QUALIFICATION:

- **L.L.B.** (2023) with **61.87%** from VSSD College, Kanpur, which is affiliated with C. S. J. M. University, Kanpur.
 - **Ph.D.** (2016) from Mahatma Gandhi Chitrakoot Gramodaya Vishwavidyalaya, Madhya Pradesh.
Title of Ph. D. Thesis :- The Impact of Shri Durga Saptashati in Moulding Empowered Women for Human Resource Management.
 - **M. Phil.** (2011) with **68.25%** from Deen Dayal Upadhyay Institute of Higher Studies, Swarup Nagar Kanpur. The Institute is affiliated to Vinayaka Mission University, Salem, Tamilnadu.
 - **M.B.A.** (2005) with **66.23%** from Dayanand Academy of Management Studies, Govind Nagar, Kanpur. The Institute is affiliated to U.P. Technical University, Lucknow & approved by A.I.C.T.E, New Delhi.

Marketing Management & Human resources Management
 - O Level course from C.S.J.M. University, Kanpur
 - Completed 100Hrs. training for Atari Institute of Insurance & Actuaries from 10/01/05 to 02/02/05.
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ACADEMIC QUALIFICATIONS:

GRADUATION (Botany & Chemistry)	54.96%	C.S.J.M. UNIVERSITY, KANPUR
INTERMEDIATE	68.2%	U.P. BOARD
HIGH SCHOOL	68.8%	U.P. BOARD

EXPERIENCE :

- **1-** Assistant Professor in B.B.A. and B.C.A. department of VSSD College as well as Incharge of BBA, Kanpur from August 2025. The College is affiliated with C. S. J. M. UNIVERSITY, KANPUR.
- **2-** Assistant Professor in Uttar Pradesh Textile Technology Institute (formerly G.C.T.I.), Kanpur on contractual basis from August 2018-19 and 2021 to 2024.
Subjects teaching: - Digital and Social Media Marketing, Rural Development: Planning and Management, Entrepreneurship and Project Management, Operations Research, Quality Management.
- **3-** Guest Faculty in Mahatma Gandhi Chitrakoot Gramodaya Vishwavidyalaya, Madhya Pradesh. From August 2013 to June 2016.
- **4-** Worked as Assistant Professor at Dr. Virendra Swarup Institute of Computer Studies from 2007 to 2013. The institute is affiliated with CSJM University as well as A.K.T.U. (Formerly U.P.T.U.) Lucknow and approved by AICTE, New Delhi.
Subjects teaching: - Business Communication, Services Marketing, Operations Research, Organizational Management & Business System, Accounting and Financial Management.
- **5-** Guest Faculty at Jagran Institute of Management & Mass Communication, Saket Nagar, Kanpur. From 2006 to 2007.
Subjects teaching: - Brand management, Marketing Management.

OTHER PROFESSIONAL ACTIVITIES:

Participation in Seminar and Conferences

- International Conference on Innovative Business Practices IN Industry 5.0 on 29-30 November, 2024, at Pranveer Singh Institute of Technology, Kanpur.
 - International Conference on Embracing Artificial Intelligence for Sustainability and Life Skills on 24-25 August, 2024. Jointly organized by Faculty of Management, MJP Rohilkhand University, Bareilly with Norbuling Rigter College (NRC), Royal University of Bhutan.
 - National Conference on Microfinance and Its Potential In India: Retrospect And Prospects on 4-5 February, 2019 at Dev Sanskriti University, Haridwar.
 - 16th International Conference of RDA on Contemporary Issues & Innovations In Global Business on 30 & 31 May, 2015, Jaipur Rajasthan.
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Resume

- स्वर्णिम भारत के पुनर्निर्माण में इतिहास की प्रासंगिकता, 8 December, 2014, Mahatma Gandhi Chitrakoot Gramodaya Vishwavidyalaya, Madhya Pradesh.
- National Seminar on Dynamics of Women Entrepreneurship in India Challenges and Strategies 4 & 5th February, 2012 in Dr. Virendra Swarup Institute of Professional Studies, Kanpur.
- Marketing Conference on Multi-Dimensional Approach to Retail Management, 18 February, 2012 by Jagran Institute of Management, Kanpur.

Paper presented in Seminar and Conferences

- International Conference on Innovative Business Practices IN Industry 5.0 on 29-30 November, 2024, at Pranveer Singh Institute of Technology, Kanpur.
- International Conference on Embracing Artificial Intelligence for Sustainability and Life Skills on 24-25 August, 2024. Jointly organized by Faculty of Management, MJP Rohilkhand University, Bareilly with Norbuling Rigter College (NRC), Royal University of Bhutan.
- National Seminar on Micro Finance and its Potential in India: Retrospect & Prospects, 4th & 5th February, 2019 organized by Dev Sanskriti Vishwavidyalaya, Haridwar.
- National Seminar on Emerging Challenges in Academic Leadership, 20-21st September, 2014 by Mahatma Gandhi Chitrakoot Gramodaya Vishwavidyalaya, Madhya Pradesh. Topic was Higher Education Global Challenges and Indian Realities.
- National Seminar on Organizational Effectiveness in the Changing Global Era: Issues and Challenges, 13 April 2012 by Rama Institute of Business Studies. Topic was An Effort of Management of Risk in Financial Sector.
- National Seminar on Value Creation for Competitive Advantage, 10 April, 2010 by Advance Institute of Management. Topic was Value Creation & Management of Change.

Paper published in Journal

- Paper published in **International Journal of Innovations in Science Engineering and Management**. And topic is Search Engine Optimization with Artificial Intelligence a Paradigm for Targeted Marketing.
 - Paper Published in Sankalp Prakashan Allahabad named **MICROFINANCE AND ITS POTENTIAL IN INDIA**. Topic is One More Step Towards Secure Online Money Transaction And Automated Teller Machine, Inclusion of E V M.
 - Paper published in International Journal named **Indian Journal of Research** from Jaipur on the topic The Impact of Shri Durga Saptashati on Women Empowerment: A Comparative study of IQ, EQ and SQ as Human Resource Development Index.
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Resume

- Paper published in International Journal named **Sankalpana** from Sankalp Publication Allahabad on the topic Behaviour of Consumer towards e-Marketing.
- Paper published in **Retail Dynamics'** Publication of Dainik Jagran Group named ELAN on the topic Role of Women in Retail Sector.

Workshop, Training, Faculty Development Programs attended

- Power B.I. Work-Shop from LyVi Learning on 22,23,29,30th November 2025.
- Data Analysis For Beginners from LyVi Learning, Work-Shop from 12th-14th November,2025.
- One Week Work-Shop on Research Methodology with Hands-On Experience in SPSS & AMOS(SEM) By HPNLU, Shimla, Himachal Pradesh from 8th-12th June,2025.
- Attended Two-days Workshop on Communication & Personality Development under the aegis of TEQIP-III at UPTTI, Kanpur on **1st and 3rd October 2018.**
- Attended FDP on Core Competencies jointly organized by STEP-HBTI, Kanpur and Success Mantra, New Delhi. On **27th & 28th February,2012** at STEP-HBTI, Kanpur.
- Attended the Seven-day Teacher Orientation Program on,Human values and Professional Ethics conducted by Value Education Cell, UPTU held at **IIT, Kanpur from 15th to 21st December 2010.**
- Attended one day Workshop on, **Human values and Professional Ethics** conducted by Value Education Cell, UPTU at Dr. Virendra Swarup Institute of Computer Studies, Kanpur on **13 Feb 2010.**

RELEVANT PROJECT & TRAINING :

- Topic Study of Job Satisfaction amongst employees of Panki Thermal Power Station.
Place- Panki Thermal Power Station, Kanpur.
Duration- Six weeks.
- Topic - Application of Labour legislation on Child Labour
Place- Kanpur
Duration- Eight weeks

ACHIEVEMENTS:

- Best Paper Award in 16th International Conference of RDA on Contemporary Issues & Innovations In Global Business on 30 & 31 May,2015, Jaipur Rajasthan, on the topic "The Impact of Shri Durga Saptashati on Women Empowerment: A Comparative study of IQ, EQ and SQ as Human Resource Development Index.
- Ist prize in "Advertisement Making competition in UNNAYAN 2003 organized by VIRENDRA SWAROOP INSTITUTE OF COMPUTER STUDIES, KANPUR.
- 2nd Prize in "FOLK DANCE" competition at I.B.M. Cultural Festival 2004 C.S.J.M. University, Kanpur.

Place:- Kanpur

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