

**FACULTY PROFILE TEMPLATE FOR WEBSITE**

**Basic Details:**

- **Name:** Mrs. Shreshtha Verma
- **Designation:** Assistant Professor
- **Phone Number:** 8755383171
- **Email Id:** shreshtv@srmist.edu.in
- **Area of Specialization:** Finance, Marketing
- **Affiliation:** SRM University SRM-IST Ramapuram Campus, Chennai

**Educational Details:**

- **Degree –** M. Com
- **Area or Subject –** Finance
- **University –** Lucknow University, Lucknow
- **Awarded Year –** 2017
- **Degree –** B. Com (Hons.)
- **Area or Subject –** Finance and Marketing
- **University –** Maharishi Markandeshwar University, Mullana, Ambala (Haryana)
- **Awarded Year –** 2014
- **Degree –** 12<sup>th</sup> Class
- **Area or Subject –** Commerce
- **University –** St. Mary's. Sr. Sec. School, Jwalapur, Haridwar, Uttarakhand (C.B.S.E. Board)
- **Awarded Year –** 2011
- **Degree –** 10<sup>th</sup> Class

- **Area or Subject** – All Subjects
- **University** – St. Mary’s. Sr. Sec. School, Jwalapur, Haridwar, Uttarakhand (C.B.S.E. Board)
- **Awarded Year** –2009

**Other Details:**

**Courses: Ph.D**

**Research Interests: Finance, Marketing**

- **Selected Publications:** Paper published under UGC care list. Dogo Rangsang Research Journal ISSN: 2347-7180

UGC Care Group I Journal Vol-13, Issued-4, No. 3, April 2023.

“A study on performance of Micro Finance towards Micro, Small and Medium Enterprises MSMEs”.

- Rabindra Bharati University Journal of Economics Vol: XVII, No: 12, 2023  
“A Detailed Review On Viral Marketing”.

**Topic:**

- A Study on Impact of Micro- Finance Towards Micro, Small and Medium Enterprises.
- Published paper under UGC Care Group I Journal Volume 13, Issue-4, No. 3, Under Dogo Research Journal ISSN: 2347-7180, On April 2023 “A Study on Performance of Microfinance towards Micro Small and Medium Enterprises.
- Presented a paper on International Conference on “Digitization in Science and Humanities Education and Research (ICDSHER’ 2023) held on 29<sup>th</sup> and 30<sup>th</sup> June 2023 organized by the Directorate of Distance Education DDE SRM Institute of Science and Technology.

**Topic- Role of Women Entrepreneurship and Performance of Micro Small and Medium Enterprises MSME in India.**

**Papers Presented: A Study on Impact of Micro- Finance Towards Micro, Small and Medium Enterprises.**

**Courses:**

- NPTEL course (Consumer Behavior) April 2023
- MOOC Course October 2022
- NPTEL Course (Marketing Management – I)November 2023

**Working Papers: 3 paper**

**Academic Experience: 1 year 5 months**

**Other Professional Experience:**

**Achievements:**

### **Workshops /Seminars/Conferences:**

- Attended seven days FDP on ethics in research and publication from 21<sup>st</sup> September 2022 to 27<sup>th</sup> September 2022.
- Attended seven days national level FDP on research mythology which is held on 12<sup>th</sup> December to 19<sup>th</sup> December 2022.
- Attended six days FDP on ethics in academic research writing from 30<sup>th</sup> January 2023 to 4<sup>th</sup> February 2023.
- Attended six days FDP on looking forward for enlightened higher education held from 15<sup>th</sup> February 2023 to 21<sup>st</sup> February 2023 organised by the Department of Commerce with computer application Hindustan College of arts and science Coimbatore.
- Presented a paper for research day held on 28<sup>th</sup> February 2023 at SRM institute of Science and Technology Kattankulathur, Tamil Nadu.
- Successfully perform mentorship for the student project title flora Eva new generation bottle project day 2023 competition conducted by SRM institute of science and technology SH Ramapuram Chennai on 27<sup>th</sup> and 28<sup>th</sup> February 2023.
- successfully attended seven days FTP on navigating data analytics for research excellence organized by department of corporate secretary ship and accounting and finance held on 19<sup>th</sup> June 2023 to 25<sup>th</sup> June 2023.
- Presented one paper under UGC care Group One journal volume issue 4 No 3 under Dogo Rangsang journal ISSN 2347 7180 180 on April 2023 topic a study on performance of microfinance towards Micro Small and Medium Enterprises.
- Presented a paper on international conference on digitization in science and humanities education and research ICDSHER' 2023 held on 29<sup>th</sup> and 30<sup>th</sup> June 2023 organized by the Directorate of Distance Education DDE SRM institute of science and technology topic - Role of Women Entrepreneurship and Performance of Micro Small and Medium Enterprises MSME in India.
- Attended 2 days NAAC Collaborated National Virtual Seminar on Holistic and Multidisciplinary Approach towards National Higher Education Quality Framework On 5<sup>th</sup> July & 6<sup>th</sup> July 2023.

### **Achievements and Awards:**

### **Academic / Professional Membership:**

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