FACULTY PROFILE

DR. NIKITA SHUKLA

Associate Professor | Department of Management

Department of Management • ARKA JAIN University, Jharkhand

ACADEMIC • TEACHING • RESEARCH • INSTITUTIONAL SERVICE

FACULTY DETAILS

Field	Details
Name	Dr. Nikita Shukla
Designation	Associate Professor
Department	Department of Management
University	ARKA JAIN University, Jharkhand
Employee ID	
Date of Joining	February 2020
Qualification	Ph.D.; M.Com; B.Com (Applied Economics)
Areas of Specialization	Commerce, Economics, Management, Marketing Research
Courses Handled	Managerial Economics; Microeconomics; Macroeconomics; Research Methodology; Marketing and Management subjects
Email	dr.nikita@arkajainuniversity.ac.in
Contact	8889368092

CONTENTS

No.	Section
1	Resume of the Faculty
2	Faculty Personal Information
3	Educational Qualifications
4	Experience
5	Courses Taught
6	Research Publications
7	Research / Consultancy Projects
8	Professional Development Activities
9	Student Guidance
10	Professional Memberships
11	Awards and Achievements
12	Patents / Intellectual Property
13	Administrative / Institutional Responsibilities
14	Other Contributions
15	List of Supporting Documents

1. Resume of the Faculty

DR. NIKITA SHUKLA
Associate Professor | Department of Management
ARKA JAIN University, Jamshedpur
dr.nikita@arkajainuniversity.ac.in
8889368092

Professional Profile

I am an Associate Professor in the Department of Management at ARKA JAIN University, with teaching experience in undergraduate and postgraduate commerce and management programmes. My academic work focuses on economics, management, marketing research, financial inclusion and research methodology. I have contributed to academic publications, books, edited volumes, conference presentations, faculty development programmes and invited expert lectures. My doctoral research examined Pradhan Mantri Jan Dhan Yojana with special reference to Jabalpur District.

Career Snapshot

Area	Summary
Current Appointment	Associate Professor, ARKA JAIN University | Since February 2020
Previous Appointment	Assistant Professor, St. Aloysius' College (Autonomous), Jabalpur | August 2015 – January 2020
Academic Qualifications	Ph.D. (2019), M.Com (2015), B.Com in Applied Economics (2013)
Academic Publications	Journal articles, edited-book chapters, and scholarly books
Professional Development	Faculty development programmes and academic workshops
Academic Engagement	Conference presentations and invited expert lectures

2. Faculty Personal Information

Item	Details
Name	Dr. Nikita Shukla
Employee ID	
Designation	Associate Professor
Department	Department of Management
Institution	ARKA JAIN University, Jharkhand
Date of Joining	February 2020
Date of Birth	30 January 1992
Gender	
Marital Status	Married
Email	dr.nikita@arkajainuniversity.ac.in; nikita.shukla301992@gmail.com
Mobile	8889368092
Address	E 352, 1st Floor, Indra Marg, East Layout Sonari, Jamshedpur, Jharkhand – 831011
Languages	English, Hindi
Specialization	Commerce; Economics; Management; Marketing Research
Nationality	Indian

3. Educational Qualifications

Qualification	Specialization / Stream	University / Board	Year
Ph.D.	Commerce; thesis on Pradhan Mantri Jan Dhan Yojana	Rani Durgavati Vishwavidyalaya, Jabalpur	2019
M.Com	Commerce	Mata Gujri Women's College (Autonomous), Rani Durgavati Vishwavidyalaya	2015
B.Com	Applied Economics	Mata Gujri Women's College, Rani Durgavati	2013

Qualification	Specialization / Stream	University / Board	Year
		Vishwavidyalaya	
Class XII		MP Board of Secondary Education; Nachiketa Higher Secondary School, Jabalpur	2010
Class X		MP Board of Secondary Education; Nachiketa Higher Secondary School, Jabalpur	2008

4. Experience

Teaching Experience

Institution	Designation	Period
ARKA JAIN University, Jamshedpur	Associate Professor	February 2020 – Present
St. Aloysius' College (Autonomous), Jabalpur	Assistant Professor, Department of Commerce	August 2015 – January 2020

Industry Experience

Organization / Process	Designation	Period

I teach undergraduate and postgraduate learners in BBA, B.Com, B.Com (Honours), M.Com and MBA programmes. My teaching includes economics, research methodology, marketing and management, supported by scholarly writing, conference participation and faculty development.

5. Courses Taught

Academic Year	Term	Course / Subject	Sem.	Batch
		Managerial Economics		
		Microeconomics		
		Macroeconomics		
		Research Methodology		
		Marketing Research		
		Company Law		
		Principles of Management		
		Principles of Marketing		
		International Marketing		
		Advertising and Sales Promotion		
		Sales and Distribution Management		
		Entrepreneurship Development		

6. Research Publications

Journal articles, chapters in edited books and academic books

No.	Title / Authors	Publication Information
1	Journal Article: Harmony in Gestures: The Psychological Influence of Well-Being on Corporate Nonverbal Communication	Educational Administration: Theory and Practice, 30(5), 24 May 2024; ISSN 2148-2403
2	Journal Article: Cracking the Code: A Research Study on Neuro-Linguistic Programming (NLP) and Its Impact on Organizational Success	International Journal of Science and Research Archive, 9(2), September 2023; ISSN 2582-8185
3	Journal Article: Comparative Analysis of Broadcast Advertising and Social Media Advertising with Reference to YouTube and Instagram	Dogo Rangsang Research Journal, 12(12), December 2022; ISSN 2347-7180
4	Journal Article: Analysis of Investment in Mutual Funds in India	Emerging Research Journal, 5(2), 45–54, December 2021; ISSN 2456-2424
5	Journal Article: Pradhan Mantri Jan Dhan Yojana (PMJDY): A Case Study of Jabalpur District	Journal of Madhya Pradesh Economic Association, 29(1), 146–151, February 2019; ISSN 2277-1123
6	Journal Article: A Study on Awareness of Pradhan Mantri Jan	International Journal for Research in Engineering Application

No.	Title / Authors	Publication Information
	Dhan Scheme (with Special Reference to Patan Block Situated in Jabalpur District)	& Management, 4(10), 136–141, January 2019; ISSN 2454-9150
7	Journal Article: A Study on Role of Pradhan Mantri Jan Dhan Yojana in Financial Inclusion	International Research Journal of Commerce Arts and Science, 9(4), 139–146, April 2018; ISSN 2319-9202
8	Journal Article: Role of Mahatma Gandhi National Rural Employment Guarantee Act	Emerging Research Journal, Vol. 1, July 2016; ISSN 2456-2424
9	Book Chapter: Industry 4.0 in Finance: The Artificial Intelligence (AI) Effect on Digital Financial Inclusion	Navigating the Global Landscape: Embracing Sustainable Strategies in Business and Economy, 2024, pp. 18–29; ISBN 978-93-94151-76-5; Agra Book International
10	Book Chapter: A Study on the Impact of Artificial Intelligence in the Field of Marketing and Ecommerce	Artificial Intelligence in Action: Implementation, Implications and Sustainability Across Disciplines, 2024, pp. 177–189; ISBN 978-81-19708-16-1; ABS Books
11	Book Chapter: A Study on Generation Z Expectation and Workforce Preparedness	GEN Z: Decoding the Future of Indian Business, 2023, pp. 32–37; ISBN 978-93-94424-74-6; ABS Books
12	Book Chapter: PMKVY: A Path Towards Skill Development in India (with Special Reference to Jabalpur District)	Skill Development, 2019, pp. 124–129; ISBN 978-93-88316-77-4; A.P.H. Publishing Corporation
13	Book Chapter: Make in India: A Boost to the Manufacturing Industries	Make in India: Dawn of a New Growth Era, 2019, pp. 72–76; ISBN 978-93-88316-22-4; APH Publishing Corporation
14	Book Chapter: A Study of Workplace Stress on Employees Mental Health	Unleashing the Power of Spiritual Intelligence and Mental Health, March 2017, pp. 176–182; ISBN 978-81-7648-095-6; APH Publishing Corporation
15	Book Chapter: Budgetary Control: A Tool for Improvement in Planning	Accounting for Nation Building, 2016, pp. 43–49; ISBN 978-81-89740-41-2; Krishna Computers and Publisher
16	Book Chapter: Rural-Urban Disparity and Impact on Economic Development in India	Regional Disparity in India, 2015, pp. 156–163; ISBN 978-93-85304-07-4; GIMS Publishers
17	Book Chapter: Role of Self Help Groups in Financial Inclusion	The Imperative of Financial Inclusion in India, 2015, pp. 207–213; ISBN 978-93-8357-565-7; Avon Publications
18	Book Chapter: Child Labour in India: The Real Scenario	Child Labour in India: Nature and Issues, 2014, pp. 24–39; ISBN 978-81-7910-420-3; Sarup Book Publishers Pvt. Ltd.
19	Book: Essentials of E Commerce	Agra Book International; ISBN 978-93-94151-00-0; 2021
20	Book: Managerial Economics (Hindi & English)	Agra Book International; ISBN 978-81-953646-0-2; 2022
21	Book: Emerging Issues in Commerce and Management	Agra Book International; ISBN 978-93-94151-07-9; 2022
22	Book: Indian Economy: Emerging Issues	ABS Books; ISBN 978-81-19706-03-1; 2023
23	Book: Artificial Intelligence in Action: Implementation, Implications and Sustainability Across Disciplines	ABS Books; ISBN 978-81-19708-16-1; 2024
24	Book: Emerging Trends in Digital Marketing	Agra Book International; ISBN 978-93-487-9118-4; 2024
25	Book: Essentials of Micro Economics	Agra Book International; ISBN 978-93-7352-819-9; 2025
26	Book: A Textbook of Digital Marketing	Agra Book International; ISBN 978-93-48791-74-0; 2025
27	Book: New Age Business Sectors in India: An Analytical Perspective	Sarup Book Publishers (P) Ltd.; ISBN 978-93-95975-91-9; 2026
28	Book: Emerging Business Sectors in India: Trends, Opportunities and Challenges	ABS Books Publishers and Exporter; ISBN 978-93-49078-49-9; 2026
29	Book: A Path Towards Artificial General Intelligence	Centre for Learning and Publishing Pvt. Ltd.; ISBN 978-81-687977-1-0

7. Research / Consultancy Projects

8. Professional Development Activities

Date	Duration	Programme / Workshop	Organizer
02–07 Feb 2026	6 days	AI & ICT Tools and Techniques for Quality Education and Research	UGC-MMTTC, JNV University, Jodhpur
09–17 Dec 2025		NEP 2020: Orientation and Sensitization	UGC-MMTTC, JNV University, Jodhpur
23–27 Jun 2025	5 days	Structural Equation Modeling Using SmartPLS 4	Hensard University, Nigeria; Studyleap Learning Solution LLP
03–05 Feb 2025		Impact of Sustainable Development on Modern Public Policy	ARKA JAIN University; Nucleus of Learning and Development
22–26 Jul 2024	5 days	Advancements in AI, IoT and Management for Sustainability	Lingaya's Vidyapeeth, Haryana
20–27 Feb 2024	1 week	Exploring Cultures: Diversity in Travel Writing	PPG College of Arts and Science, Coimbatore
12–16 Jun 2024	5 days	Case Study Teaching and Writing	Department of Management, ARKA JAIN University
20–31 May 2024	10 days	Quality Teaching and Learning in HEIs	IOT Academy, Coimbatore
13–17 Mar 2023	5 days	Research Methodology: Tools and Techniques	Gyan Ganga Institute of Technology and

Date	Duration	Programme / Workshop	Organizer
			Sciences, Jabalpur
17–18 Mar 2023	2 days	Curriculum & Credit Framework for Undergraduate Programmes	National-level workshop
27–28 Feb 2023	2 days	Innovative Teaching Method on ICT Tools & Online Resources	IOT Academy, Coimbatore
20–24 Sep 2021	5 days	Emphasizing the Centrality of Marketing to Business	CMS Jain (Deemed-to-be University)
05–08 May 2020	4 days	Digital Teaching Learning and Evaluation	St. Aloysius' College (Autonomous), Jabalpur
16 Nov 2018	1 day	Goods and Services Tax (GST): The New Horizon	Gyan Ganga Group of Institutions, Jabalpur
17–18 Mar 2018	2 days	E-Learning and MOOCs in Higher Education	Guru Angad Dev Teaching Learning Centre; St. Aloysius' College
27–28 Jan 2017	2 days	Project-Based Learning and Academic Audit in Higher Education	St. Aloysius' College (Autonomous), Jabalpur
06–08 Jan 2016	3 days	Pre-Ph.D. Course Work: Data Collection, Analysis and Interpretation	G.S. College of Economics and Commerce, Jabalpur
18–19 Nov 2016	2 days	Use of Statistical Methods in Business Research	G.S. College of Commerce & Economics, Jabalpur

9. Student Guidance

Activity	Guidance Area
Undergraduate Teaching	BBA, B.Com and B.Com (Honours) programmes.
Postgraduate Teaching	M.Com and MBA programmes.
Academic Mentoring	Teaching and academic support in economics, commerce, management and research methodology.

10. Professional Memberships

11. Awards and Achievements

Innovative Teaching Award — Asian Council of Education and Research, 29 March 2025.

12. Patents / Intellectual Property

Published patent applications: "Intelligent Performance Management System with Real-Time Feedback", Application No. 202521104154 A, published 21 November 2025; "Automated Performance Evaluation and Feedback Generation System", Application No. 202521040982 A, published 23 May 2025.

13. Administrative / Institutional Responsibilities

Role	Responsibilities
Teaching and Academic Engagement	Teaching undergraduate and postgraduate commerce and management courses.
Scholarly Activities	Academic publications, conference and seminar presentations, expert lectures and professional development.

14. Other Contributions

Conference papers presented:

• 2025 — A Study on Executive Incentives, Entrepreneurial Mindset and Firm Innovation; ICSSR-sponsored National Seminar, Sri Guru Teg Bahadur Khalsa College, Jabalpur; 1–2 Sep

• 2024 — Non-Verbal Communication in Branding and Promotion: The Role of Colours, Packaging and Advertisement; International Conference, ARKA JAIN University; 26–27 Jun

• 2024 — Industry 4.0 in Finance: The AI Effect on Digital Financial Inclusion; International Conference, ARKA JAIN

University; 26–27 Jun
• 2022 — How Influencer Marketing Helps in Improving Brand Image and Performance of a Brand; ICSSR National Seminar, Central University of Jharkhand; 11–12 Nov
• 2022 — Workplace Stress and Its Association with Mental Well-Being of Employees; ICSSR National Seminar, Central University of Jharkhand; 11–12 Nov
• 2022 — Should a Female Director Tone It Down (case study); Marketing Summit; 8 Jan
• 2019 — PMKVY: A Path Towards Skill Development in India; ICSSR National Seminar, St. Aloysius College; 13–14 Dec
• 2019 — Bricks and Mortar vs E-Commerce: A Comparative Study of Offline and Online Shopping Behaviour; ICSSR National Seminar, G.S. College of Arts and Commerce; 18–19 Oct
• 2019 — PMJDY: A Case Study of Jabalpur District; Madhya Pradesh Economic Association National Conference; 11–12 Feb
• 2018 — Awareness of Pradhan Mantri Jan Dhan Scheme in Patan Block; 14th International Conference IC-RDIMA; 29–31 Dec
• 2017 — A Study of Workplace Stress on Employees' Mental Health; ICSSR National Conference, St. Aloysius College; 24–25 Mar
• 2017 — Corporate Social Responsibility and Development of Education in India; ICSSR National Conference, St. Aloysius College; 20–21 Jan
• 2016 — Academic Audit: A Quality Appraisal of Indian Higher Education; ICSSR National Conference, St. Aloysius College; 21–22 Oct
• 2016 — Budgetary Control: A Tool for Improvement in Planning; ICSSR National Seminar, Sagar; 2 Jan
• 2016 — Make in India: A Global Initiative; ICSSR National Seminar, St. Aloysius College; 18–19 Mar
• 2015 — Role of Self Help Groups in Financial Inclusion; ICSSR National Conference, Mata Gujri Mahavidyalaya; 10–11 Oct

Invited expert lectures:
• 28 Mar 2026 — Research Design; Rani Durgavati University, Jabalpur
• 06 Nov 2024 — Personality Development; Gyan Ganga MBA College, Jabalpur
• 03–05 Aug 2022 — Research Design; Fundamentals of Research Workshop, ARKA JAIN University
• 21 Jan 2022 — E-Etiquette: A New Behavioral Basics; Gyan Ganga MBA College, Jabalpur
• 27 Nov 2021 — E-Etiquette: A New Behavioral Basics; Gyan Ganga College of Excellence, Jabalpur

Other academic participation: national and international conferences, seminars and webinars (2014–2020).

Additional qualification and activities: Sangeet Kala Praveshika-I (Vocal), Raja Man Singh Tomar Music & Arts University, Gwalior; participation in school-level debates, dance, drama and sports; Joint Secretary, Mata Gujri Women's College (2010–11).

15. List of Supporting Documents

No.	Document / Evidence	Availability
1	Faculty curriculum vitae	Included