

CURRICULUM VITAE



NIKHIL VERMA

OBJECTIVE

- To deliver my paramount efforts to guide and teach the pupil where my skills are used maximally to contribute to the organization's purpose and in the best possible way make use of my management education to deliver the desired results.

Presently working as Assistant Professor, Department of Commerce & Management in Techno Group of Institutions, Lucknow (Since May 2022)

Teaching Work Experience- +6 yrs

ACADEMIC QUALIFICATION

- **NTA UGC-NET (Management) Qualified**
- **Pursuing PhD in Management (2024) from Invertis University Bareilly**
- **Master of Philosophy (M.Phil) (2017-2018) in Management** in the year 2018, from School of Management Studies, **Babasaheb Bhimrao Ambedkar University (BBAU) (A Central University), Lucknow**, with 70.42 % marks. Dissertation Topic - **“A Study on Brand Community Formation Process as a Tool of Marketing Communication Strategy”**
- **M.B.A (2013-2015)** in the year 2015 from Sriram Institute of Management (SRIM) Delhi NCR affiliated to **Uttar Pradesh Technical University (UPTU Now AKTU), Lucknow**, with 66.11 % marks.
- **Graduation (2004-2008)** in Engineering from **Agra University, Agra** in the year 2008 with 69.67 % marks.
- **Intermediate** from **U.P. Board** in the year 2003 with 62.60 % marks.
- **High School** from **U.P. Board** in the year 2001 with 63.50 % marks.

TEACHING WORK EXPERIENCE

- **College Name: Techno Group of Institutions (TGI), Lucknow.**
Designation: Assistant Professor
Department: Commerce & Management
Job Duration: Currently working (3.8yrs)
Students Teaching: BBA, B.Com(H), B.Com,
M.Com & MBA
- **College Name: Saroj Institute of Technology & Management (SITM), Lucknow.**
Designation: Assistant Professor
Department: MBA Department (Management)
Job Duration: August 2019 – August 2020
Students Taught: MBA, B.Tech (Management Subjects)
- **College Name: SHEAT College of Engineering, Varanasi.**
Designation: Lecturer
Department: MBA Department
Job Duration: October 2016 – October 2017
Students Taught: MBA

Area of Interest

Operations Management, Financial Management, Business Research Methodology, Marketing & Human Resource Management, Operations Research

Additional Academic Responsibilities Carried Apart from Teaching

- **COE (Controller of Examination)**
- **HOD (Dept of Commerce & Management)**
- **MBA, AKTU (Coordinator)**
- **Sports Committee (Coordinator)**
- **Acted as an MBA Viva Examiner for various colleges i.e. IT College, SR Group, City College, Bansal Institute, ITM College & MVD Group in Lucknow.**

RESEARCH WORK

Research Papers Published

- Research Paper published in International Journal in Management and Social science (IJMSS) ISSN: (2321-1784), VOLUME 13 ISSUE 10 with Impact factor 8.088 (2025)
“Urban vs Rural Socio-Economic Divide in Uttar Pradesh”
[DOI:18.A003.ijmr.2021.J15I01.200001.88768110](https://doi.org/10.18003/ijmr.2021.J15I01.200001.88768110)
Online Access Link

✓ <https://ijmr.net.in/pages/pastijmss.php?p=Volume13,Issue10,October,2025>

- Research Paper published in International Research Journal of Management and Commerce ISSN: (2348-9766), Impact Factor 7.098 Volume 12, Issue 10, (2025) “The Role of Digital Twins in Cyber Physical Systems: A Comprehensive Review”, pp. 12-29 [DOI:DOI:18.A003.aarf.J14I01.010180](https://doi.org/10.18003/2348-9766.IJMR.V12I10.12-29)

Online Access Link

✓ <https://www.aarf.asia/pages/management2.php?p=Volume12,Issue10,October,2025>

- Research Paper published in UGC Approved, Journal of Management (JOM) Volume 5, pp. 496–503, Article ID: JOM_05_04_052, ISSN Print: 2347-3940 and ISSN Online: 2347-3959 (2018) Paper Title: “Initiatives of Government of India to Boost up Indian Economy”. (11 citations on Google Scholar)

DOI: https://doi.org/10.34218/JOM_05_04_052

Online Access Link

✓ https://iaeme.com/MasterAdmin/Journal_uploads/JOM/VOLUME_5_ISSUE_4/JOM_05_04_052.pdf

✓ https://www.researchgate.net/publication/399586945_INITIATIVES_OF_GOVERNMENT_OF_INDIA_TO_BOOST_UP_INDIAN_ECONOMY

Book Chapters Published

- Book chapter published in book titled (2022) “Industrial Reformation in India: Paradigm Shift to Digitalization”, pp. 103-117, Author Dr. Kahkasha Safi , Dr. Neera Pal published by RUDRA PUBLISHERS & DISTRIBUTORS, as a chapter titled “A Study of GST and Marketing Approaches” with ISBN NO- 978-93-92018-37-2.

Online Access Link

✓ 1. <https://www.amazon.in/Industrial-Reformation-India-Paradigam-Digitalization-9789392108372/dp/B0BW73ZJZD>

✓ 2. <https://isbn.gov.in/Home/IsbnSearch>

- Book chapter published in book titled (2018) “Contemporary Research in Management”, pp. 74-97, Author Ramesh Kumar Chaturvedi, published by Educreation Publishing, as a chapter titled “Brand Community: A Paradigm of Marketing Communication” with ISBN NO- 978-93-88381-81-9.

Online Access Link

✓ 1. https://www.researchgate.net/publication/350580483_Contemporary_research_in_ma_nagement_Volume_I_2018

✓ 2. <https://isbn.gov.in/Home/IsbnSearch>

Seminars/Conferences/Workshops Paper Presented/Participated

- Presented paper in 2nd International Conference on “Innovation and Challenges in Financial Technology” (ICICFT-2025) 7-8 Nov 2025, Organized by SEC, CMR University, Bengaluru, Karnataka. Paper presentation topic: **“Fintech Adoption and Economic Transformation in Developing Countries”**
- Presented paper in 3rd International Conference on “Sustainable Practices in Business Management- Rethinking, Redesigning and Re-evaluating the Business Ecosystem Through Artificial Intelligence” (INCSPBM-2025) 6-8 Nov 2025, Organized by SCM, Mohan Babu University, Tirupati, A.P. Paper presentation topic: **“Influence of Green Brand Image and Customer Trust on Purchase Intention for Eco Friendly Products in India”**
- Participated in workshop on “Goods & Services Tax: Emerging Issues & Challenges” (ICSSR Sponsored) Organised by Aligarh Muslim University (AMU) Aligarh.
- Participated in National conference on “Dr Ambedkar: Interdisciplinary Ideology on Aspirations for the Nation’s Better Future” Organised by Babasaheb Bhimrao Ambedkar University (BBAU) Lucknow.
- Participated in National conference on “Emerging Business Practices” Organised by Banaras Hindu University (BHU) Varanasi.

INDUSTRY EXPERIENCE

M.B.A SUMMER INTERNSHIP

- Organization: Parle Delhi, Duration: 45 Days

Industrial/Company Experience

- Worked on the post of Editor cum Copy Editor (MBA/BBA Books) with Thakur Publishers, Lucknow, from August 2015 to September 2016.
- Worked on the post of Engineer with Garden Silk Mills Limited, Surat, from February 2012 to May 2013.
- Worked on the post of Asst. Engineer with Wellknown Polyesters Limited, Daman, from April 2009 to January 2012.

COMPUTER PROFICIENCY

- Obtained Certificate Course on Computer Concept (CCC) from National Institute of Electronics and Information Technology (NIELIT).
- Conversant with working knowledge of computer in MS-Word, MS-Excel and MS-Power Point.

EXTRA CURRICULAR ACTIVITY

- Participated as a contestant several times in Quiz/Debate based Radio Program named “Yuvavani” Aired on Akaswani, All India Radio (AIR) from Varanasi Radio Station.
- Got the Certificate of Merit from Mangalmay Institutions Gr. Noida for securing winner position in Business Quiz.

PERSONAL DETAILS

Father’s Name : Lt. Shashi Kant Verma
Mother’s Name : Mrs Urmila Srivastava
Spouse & Childs Name : Mrs Kirti Srivastava & Master Shubhankar Srivastava
Nationality : Indian
Date of Birth : 05.07.84
Gender : Male
Marital Status : Married
Languages Known : English, Hindi & Regional
Contact No. : +91 9532184608
Email Id. : nvbau5091@gmail.com
Current City : Lucknow, UP
Hometown : Varanasi, UP

DECLARATION

I hereby declare that the information given by me above is true and authentic to the best of my knowledge and belief.

Date:

Place:

(Nikhil Verma)