

FACULTY PROFILE



Name	Dr. Shalini Choithrani						Date of Birth:25-03-1981			
Designation	Assistant Professor				Date of holding Present Post		28-05-2013			
Name of the Department and School	Department of Commerce						School of Commerce and Management			
Contact Details	Email : shalinichoithrani@gmail.com						Mobile:8989855884			
Additional Responsibility in the university, if any	Coordinator, P.G. Diploma in Personnel Management, Institute of Distance Education									
Educational Qualifications (UG onwards)	M.Com, Ph.D, NET									
Research Area/Specialization	Economics									
Summary of Publications (Number only)	Research Papers	02	Books	NI L	Chapter in Books	04	Seminars/ Conferences Proceedings	01	Projects	NIL

PUBLICATIONS :

International Publications (Details of Research Papers):

2013	Choithrani Shalini: "Financial Inclusion-Need of the Hour", International Journal of Management Research and Review (IJMRR) (e-journal), PP 3565-3568, Vol. 3, Issue 10, Oct., 2013 ISSN-2249-7196, Impact factor-0.381.
2015	Nema ,D.K., Choithrani, Shalini: Jan Dhan Yojana: Challenges Ahead, International Journal of Retailing and Rural Business Perspectives,Vol.IV,PP-1426-1431, ISSN 2279-0934, 2015.

Chapters in Books

x	(with author(s), title of chapter, title of the book with author name, name of publisher, year of Publication, ISBN)
	Choithrani Shalini: Chapter in the edited book on "Demonetization: Impact on Indian Economy" titled "Transforming India into a Digital economy: challenges Ahead , Chapter no: 11, , 2017,ISBN 978-81-929700-0-5, PP-88-91
	Choithrani, Shalini, Mittal Siddharth: "A comparative analysis of brand preference of Cadbury and nestle consumers: in the edited book "The contemporary Management Research Handbook (editor-Subrat Debnath), LAP LAMBERT, Academic publishing, Germany, chapter no. 21(Marketing section) Nov., 2013, ISBN-978-3-659-49072-9., PP-413-424,
	"Recent Policies of Government: An Analytical Study", in the edited book,"Indian Economy: Current Issues and Possibilities", edited by Dr. Sunita Dixit, Swami Vivekananda University, Sagar M.P, May 2018,ISBN 978-81-929700-3.
	"GST: An Analysis" in the edited book, "GST: Opportunities and Challenges", edited by Prof. Sunita Jain, Swami Vivekananda University, Sagar M.P, May 2018,ISBN 978-81-929700-2-8

National Seminar/Conference/Workshops (Attended)

2014	Participated in workshop on 'Research Methodology', 12 Jan., 2014,organized by ITM University, Gwalior,
	Attended 53 rd Orientation Programme from December 18 th , 2014-January 14 th , 2015, organized by UGC- Human Resource Development Centre (ASC), Dr. H.S.Gour Central University, Sagar.
	Presented Paper Titled- "Revitalizing Indian banking sector -reforms needed (with reference to public sector banks), in the National Seminar 10th -11 th December, 2014,Organized by- Department of Management, BSSS, Bhopal,
2015	Participated in Interdisciplinary Refresher Course on "E-Commerce and Management" from January 25, 2016- February 14 th , 2016, organized by UGC- Human Resource Development Centre (ASC), Dr. H.S. Gour Central University, Sagar
2017	Presented paper on "Making India a digital economy: Challenges ahead post remonetization" at National Seminar "Demonetization and Uprooting Parallel Economy" March 27 th -28 th , 2017,organized by Department of Commerce, Dr. H. S. Gour University, Sagar, sponsored by ICSSR,
2018	Attended National Training Programme on "Entrepreneurship Development and Management for Scientists & Technologists with the Government Sector" ,January 22 to February 02, 2018,Sponsored by Department of Science Technology", organized by Entrepreneurship Development Institute of India, Ahmedabad, Gujarat,
2019	Attended Refresher Programme in Commerce at Guru Ghasidas Central University, Bilaspur,24th June to 7th July, 2019
	Attended one week GIAN Programme, MHRD, GOI, on "Financial Reporting Norms and Accounting Scams" organized by Department of Commerce, Dr. H.S. Gour Vishwavidyalaya, Sagar, M.P. from 9 Dec-14 Dec., 2019, Foreign Expert Prof.

	Yogesh, University of Kansas, Kansas
	Attended workshop on "Research Methodology", 17th to 19th Dec., 2019, organized by Department of Commerce, Dr. H. S. Gour University, Sagar
International Seminar/Conference/Workshops (Attended)	
2014	Presented paper, titled "A recent innovation in Indian banking sector – a case study of women banks in India" at international conference 'INNOSERVE 2014', 13-15 Jan., 2014, organized by ITM University, Gwalior,
National Seminar/Conference/Workshops (Organised)	
2016	Organized three day workshop on "Creativity and small business development process for start-up projects" Nov. 11-13 th , 2016, at Department of Commerce, Dr. H.S. Gour Vishwavidyalaya, Sagar, M.P.,
2017	Organized two day National conference on "Demonetization and Uprooting Parallel Economy", March 27-28 th , 2017, at Department of Commerce, Dr. H.S. Gour Vishwavidyalaya, Sagar, sponsored by ICSSR, M.P.,
2020	Organized FDP on "ICT tools in Social Science and Research", sponsored by IIITDM, Jabalpur, 2nd January to 11th January, 2020 at Department of Commerce, Dr. H.S. Gour Vishwavidyalaya, Sagar ,
Research Papers in Proceedings (National Seminar/Conference/Workshops)	
2017	"E-Commerce and Small Businesses (A Case Study of Sagar City)", "Information Technology and its role for India's Business World Development" Vol.5, Issue 1, LUTJF's Foundation Publisher, Jan.2017, Page no.77-88,
Invited Lectures delivered (Outside University) with title, date and place:	
2016	Invited lecture in FDP on "How to conduct Group Discussion", , May, 2016, organized by BTIRT, Sagar
2017	Invited lecture on "Transforming India into India a Digital Economy: challenges ahead" at National Conference on "Demonetization: Impact on Indian Economy" , 8th May, 2017, organized by department of Economics, SVN University, Sagar,
2019	Delivered invited lecture on "Atal Bihari Vajpayee's contribution in Economic Development" at the National Seminar on "Contribution of Atal Bihari Vajpayee in Nation Building, 22-23 Feb., 2019, organized by Department of Political Science and Public Administration, Dr. H.S. Gour Vishwavidyalaya, Sagar,
2019	Delivered invited lecture on "Women Empowerment", at the National Seminar on " Women's Rights and Responsibilities in the Changing Scenario: A Discourse" 8 th March ,2019, organized by Sahodra Rai Government Polytechnic College, Sagar, Sponsored by Directorate of Technical Education, Madhya Pradesh, Sagar,
	Delivered Invited Lecture on " Recent slowdown in Indian Economy" at BTIRT, Sagar, 7 Dec., 2019
Memberships in Academic Bodies:	
Member, All India Accounting Association	