

RKDF University, Bhopal
Faculty Profile



Basic Information				
Name	Prof. (Dr.) N.K. Shrivastava			
Date of Birth	01.August,1963			
Designation	Professor			
Department	Faculty of Commerce			
Experience	Approx. 27.5 years till date (Teaching & Research)			
Email ID	drshrivastava.nk@gmail.com			
Contact No	9752086230			
Educational Qualifications				
Description	Year	%	Institute/University	
(UG)- B.Com	1985	49.14	Dr.H.S.Gour Central University, Sagar(M.P.)	
(PG)- M.Com-improvement	1992	65.88	Dr.H.S.Gour Central University, Sagar(M.P.)	
M. Phil.	Nil	Nil	Nil	
(Ph. D.)-	November, 1992	Awarded	Dr.H.S.Gour Central University, Sagar(M.P.)	
Post Doctorate	Nil	Nil	Nil	
NET Qualified/GATE	Nil	Nil	Nil	
Experience Detail				
Experience (Teaching/Research)	Designation	Duration		Name of Institute/University
		From	To	
Teaching and Research	Professor	24.10.2017	Till date	Faculty of Commerce, RKDF University, Bhopal(M.P.)
Teaching and Research	Associate Professor	11.06.2015	23.10.2017	Faculty of Commerce, RKDF University, Bhopal (M.P.)
Teaching	Samvidha Lecturer	21.09.2009	09.09.2010	Department of Commerce, Dr.H.S.Gour Central University, Sagar(M.P.)
Teaching	Guest Lecturer	30.09.2009	15.12.2005	Department of Commerce, Dr.H.S.Gour Central University, Sagar(M.P.)

Teaching	Samvidha Lecturer	16.10.200 3	30.04.2004	Department of Commerce, Dr.H.S.Gour Central University, Sagar(M.P.)
Teaching	Samvidha Lecturer	19.09.200 2	30.04.2003	Department of Commerce, Dr. H.S. Gour Central University, Sagar (M.P.)
Teaching	Samvidha Lecturer	11.10.200 0	30.04.2001	Department of Commerce, Dr. H.S. Gour Central University, Sagar (M.P.)
Teaching	Samvidha Lecturer	22.09.200 4	13.05.2005	Department of Commerce, Dr. H.S. Gour Central University, Sagar (M.P.)
Teaching	Guest Lecturer	19.12.2005	14.02.2006	Department of Commerce, Dr. H. S. Gour Central University, Sagar (M.P.)
Teaching	Samvidha Lecturer	22.09.2001	21.03.2002	Department of Commerce, Dr. H. S. Gour Central University, Sagar (M.P.)
Teaching	Adhoc lecturer	01.01.1994	27.06.1994	Department of Commerce, Dr. H. S. Gour Central University, Sagar (M.P.)

Publications

No. of Papers Published	<ol style="list-style-type: none"> 1. "A Study on the impact of skill development Program on Women Entrepreneurs" Vol.12, Issue 2, February, 2025 2. "A Study on Women Entrepreneurs and its impact on Social and Economic Development" Juni Khyat ISSN :2278-4632, Vol.14 Issue07, No.04, month July year 2024 3. "A Study on skill development of the Women in Corporate Sector", Mukt Shabd Journal, Vol.XIII, Issue VII, July-2024 4. "Economical Complication of the steel Industry and Sustainability Performance in India, ISBN:978-93-87899-51-3, Shree Vinayak Publication, Agra (ICSSR), Pages:412-420. 5. "Green marketing strategies in the Digital Age, First edition : 2024 Code : R0403 , ISBN:978-93-87899-51-3, Shree Vinayak Publication, Agra (ICSSR), Pages:338-351 6. "Direction of Bhutan Foreign Trade In Recent Past, Vol.11 Issue-2-Dec-2023 ISSN:2454-4469 7. भारत में निजी बीमा कंपनियों पर प्रत्यक्ष विदेशी निवेश (FDI) का प्रभाव, Vol.11 Issue-2-Dec-2023 ISSN:2454-4469 8. Income tax reforms in India: A Special study of impact on tax assessee and Tax authorities, Vol.11 Issue-2-Dec-2023 ISSN:2454-4469 9. Direction of Bhutanese import in last decade, Vol.11 Issue-2-Dec-2023 ISSN:2454-4469 10. The Influence of online reviews on Consumer decisions-making for
------------------------------------	--

- electronic gadgets, Vol.-10 Issue-1-June-2023 ISSN:2454-4469
11. Comparative Analysis of Non Performing Assets of Commercial Banks after Demonization and Covid-19 Global Pandemic, ISSN 2277-7067, UGC Care Group 1, Vol.No.X , Issue-3 (I) January-June 2023
 12. Digitalization in India : An Innovative Inspiration , ISSN 2277 – 7067, UGC CARE Group 1, Volume-IX, Issue 1(I), 2022-2023
 13. Financial Performance of Public Sector Banks after Merger, ISSN:2454-4469, Vol.-9 Issue-2-Dec-2022
 14. The Increasing Effect of Social Commerce in Selling Commerce Electronics, ISSN:2454-4469, Vol.-9 Issue-2-Dec-2022.
 15. Importance of Pillars and Initiatives of Digital India Plan., NIU International Journal of Human Rights ISSN: 2394-0298, Volume 9(XI), 2022 128-133
 16. A Study of Consciousness among Adolescence about Digital India Initiative , ISSN:1392-5369, Scopus coverage years :from 2012 to Present., Publisher: Siauliai University, 2022.
 17. Profile of Micro Finance Users Madhya Pradesh State : A Brief Analysis, The International journal of analytical and experimental modal analysis, ISSN NO.-0886-9367, Volume XIII, Issue III, March/2021, Page No.: 1968-1977
 18. Micro Finance Organizations In India & Madhya Pradesh : A Glimpse, Journal of Interdisciplinary cycle Research, ISSN NO. : 0022-1945, Volume XII, Issue XII, December/2020
 19. Advertisement In The Banking Sector: Analysis And Comparison Between Private And Public Limited Banks PJAEE 17(6) (2020) , ISSN 1567-214x Pg No. 14641 Peer Reviewed 2020
 20. International journal of Research and analytical reviews, “Behavioral Finance”, Vol.No.6, pg.no. 779782 ,ISSN No. 23495138, Impact factor – 5.75, , Peer Reviewed 2019
 21. “Macroeconomic factors affecting online purchase”, International Journal of basic and applied Research, Vol. No. 9, Pg. no. 691-695 ISSN No. 22493325, 2019
 22. “Camels Framework of Banking Risk Management”, International Journal of Research and Analytical Reviews, Vol. No. 6, Pg. No. 1-5 , ISSN No. 23495138, 2019.
 23. “Factors affecting purchasing Behavior of cosmetic products through Digital Marketing” International Journal of Research in Computer Application & Management, Vol. No. 9, Pg. No. 4-5 ,ISSN No. 22311009, 2019
 24. “Marketing Strategies of Patanjali’s Cosmetic Products in Capturing large market share” International Journal of Management ,IT & Engineering, Vol. No.9, Pg. No. 405-412 ISSN NO.22490558, 2019.
 25. “Affect of marketing Strategies on The Purchase of Herbal Cosmetic Products” EPRA International Journal of Economic and Business Review, Vol. No. 7, Pg No.25-28 ,ISSN No.-23490187 , 2019.
 26. “Study of Human Resources management strategies with the reference to

- Hospital employees in Bhopal”, International Journal of Research And Analytical Reviews (IJRAR), Vol. No. 6, Issue 2, 2019
27. ”Impact of digital India Initiatives References in Indore”, International Journal of Research and Analytical Reviews (IJRAR), Vol. No. 6 Issue 2, 2019.
 28. A Study on Micro Finance Institutions of Indian Nation, International Research Journal of Management and Commerce, ISSN: (2348-9766), Impact Factor 5.564 Volume 5, Issue 10, October 2018.
 29. “Advertising : An effective promotional tool for marketing cosmetic products” , International Journal of Management studies, vol. no. 5 Issue 4(7), PP-87-91, 2018
 30. “Effects on digital initiatives on growth of E-Commerce in India, The International Research of Social Science And Humanities Vol.7 ,Issue8, PP-24-37, 2018.
 31. “ Marketing Strategies of Patanjali’s cosmetic product “, in capital large market share ; International Journal of Management , IT and Engineering , Vol.8, Issue 6, ISSN-2249-0558(O) PP-87-92, 2018.
 32. THUMBS UP GST : Supporting Financial Reforms and Banking Reforms , Research Journey International Multidisciplinary E-Research Journal, Vol. 27
Special Issue 27(A): The GST and Indian Economy UGC Approved No. 40705 & 44117,ISSN NO. 2348-7143 2018.
 33. Heremeneutics: A Biannual Refereed International Journal of Business and Social Studies, Vol. NO.08, Number-2, Special Issue 2018, ISSN NO. 22316353, 2018
 34. ”Bharat Mein Ekikrat Gramin Vikas Karyakramka Samikshatmak Adhyan Vihangam Drashtikon “International Research Journal of Management , Sociology and Humanities, Vol.7, Issue 8, ISSN -2348-9359(P), ISSN – 2277-9809(O)PP-1-12 , 2016
 35. “Madhya Pradesh mein Gramin Vikas Karyakram ki Aetihasik Vivaichna” International Research Journal of Management , Sociology and Humanities, Vol.7, Issue 7, ISSN-2348-9359(P), ISSN-2277-9809(O) , PP-87-94, 2016
 36. Rural Development in Bhutan- Prospects and challenges , vol (second), Edited book.“Financial support to Bhutan Development Bank from within the Economy “ 2016
 37. 3rd International Conference in Association with Research Foundation of India , Sponsored by WFST Organized by : RKDF UNIVERSITY BHOPAL, M.P. Date: 30 November – 1st December 2019 Presented and Published paper Titled by Literature Review of Human Resources Management Strategies with the reference to hospital employees in Bhopal
 38. 3rd International Conference in Association with RESEARCH FOUNDATION OF INDIA , Sponsored by WFST , Organized by RKDF University ,Bhopal, M.P. Dated: 30 November - 1st December 2019 Presented and Published paper Titled 3rd by Digital India Initiatives and their Impact.
 - 39.“Pushputpadan niryat sambhavnao ki mehak”, National Seminar, by

<p>Organized Department, Dr. Hari Singh Gaur, V.V Sagar (M.P.), 10 March 1998, Writer R. K. Bharti, Aditya Publishers Bina (M.P.), PP-89-92, ISBN-81-87725-05-02, 2000. Page 2 of 6</p> <p>40. "Rashtriya karan ke paschat gram in banking ke kshetrya mein vanijiyak Bankon ki bhumika", National Seminar, Organized by Department, Dr. Hari Singh Gaur, V.V Sagar (M.P.), "Rural Banking Changed Scenario" Writer Dr. R. K. Bharti, Aditya Publishers Bina (M.P.) 1997-98, PP-148-157, ISBN-81-87725-05-02, 24 March 1996</p> <p>41. "Gram in saakhvy avastha mein kshetrya gram in Bankon ki bhumika", National Seminar, Organized by Commerce Department, Dr. Hari Singh Gaur, V.V Sagar (M.P.), "Rural Banking Changed Scenario" Writer Dr. R. K. Bharti, Aditya Publishers Bina (M.P.) 1997-98, PP-111-119, ISBN-81-87725-05-02, 24 March.1996</p> <p>42. "M.P. ke audhyogik Vikas mein takniki shiksha ki bhumika", National Seminar higher education government of M.P. and excellence College, Sagar, 8-9 March 1995, P-28, Jan 1993.</p> <p>43. "Madhya Pradesh mein adivasi vikas" rashtriya sanghosti Madhya Pradesh Commerce and Management Association, organizer- Commerce Department, Dr. Hari Singh Gaur, V.V Sagar (M.P.) 8-9 March,1991.</p>			
No. of Books Published	01		
Books Chapters Published	Nil		
No. of Patents Published/Grant	Nil		
Ph. D/M. Phil Project supervised			
Research Program	Award	Under Supervision	Name of University
Ph. D (Provide detail i.e. name, title etc)	03	08	Faculty of Commerce, RKDF University, Bhopal(M.P.)
M. Phil	01	Nil	Faculty of Commerce, RKDF University, Bhopal(M.P.)
PG Thesis/Dissertation	Nil	Nil	Nil
Area of Expertise (100 words)			
<p>My area of expertise in entrepreneurship includes business idea generation, startup development, and strategic planning. I specialize in helping aspiring entrepreneurs identify viable opportunities, conduct market research, and create effective business models. I am well-</p>			

versed in business planning, funding strategies, and the development of pitch decks for investors. My knowledge also extends to innovation management, entrepreneurial behavior, risk assessment, and navigating legal and regulatory frameworks. I provide guidance on scaling businesses, managing resources efficiently, and fostering leadership in startup environments. My experience spans both traditional and tech-based ventures, supporting growth through mentorship, continuous learning, and evidence-based decision-making.

Award and Achievement

Name of Award	Description (With certified of Copy award)
National	Nil
International	Nil

Conference/Seminar/Workshops/FDP

Description	No.
Conference/Seminar p a p e r presentation	Nil
Conference/Seminar attended/ organized	48
Work shop attended/ organized	02
FDP Attended/ organized	11

Research Project

Name of Project	Funding Agencies	Amount
Nil	Nil	Nil

- Any other Achievement



Signature