

DR.(Mrs.) Bhavna U. Choudhary
Assistant Professor (Commerce)
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Educational Qualification:

Examination	Board/University	Year	%	Division
PhD. , "A Critical Study of Marketing for Books In Nagpur City With Reference To Various Publishers."	RTMNU	2015		
M. Phil	RTMNU	2007	64%	Ist Div.
B. Ed	RTMNU	2012	59%	IInd Div.
M.COM	RTMNU	2005	70%	Ist Div. (3 rd Merit)
B.COM	RTMNU	2003	58%	IInd Div.
B.A. Additional (Eng. Lit.)	RTMNU	2003	41%	IIIrd Div.
H.S.C	M.S. Board	2000	72%	Ist Div.
S.S.C	M.S. Board	1998	60.40%	Ist Div.
MSCIT	MSBTE	2007	82%	Distinction
M.U.S.T	Boston's Computer Institute	2003		

Research Interest:

- Marketing for books
- Publishers

Teaching Expertise:

- Marketing Management
- Communication Skills
- Business Economics
- Entrepreneurship Development
- Organisational Behaviour

Professional Experience:

- From 15/06/2019 till date - Assistant Professor, Commerce (Grant) Dada Ramchand Bakhru Sindhu Mahavidyalaya, Nagpur.
- From 19th September, 2015 to 14th June 2019- Assistant Professor, Commerce (Non-Grant) DRB Sindhu Mahavidyalaya, Nagpur.
- 20011-2012, 2012-2013, 2013-2014, 2014-2015- Ad hoc Lecturer, DRB Sindhu Mahavidyalaya, Nagpur.
- 2008-2009, Ad hoc Lecturer, Caps College of Commerce and Management Studies.
- 2007-2008, Contr. Lecturer, Hislop College, Nagpur.
- 2005-2006, 2006-2007, 2007-2008, Contr. Lecturer, Kaushalya Devi Maheshwari Mahila Mahavidyalaya, Nagpur.

Achievements:

- 5th Merit in M.Com. from DRB Sindhu Mahavidyalaya, RTM Nagpur University. (2005-2006)
- Felicitated by University Women's Association, Nagpur (UWAN), affiliated to Indian Federation of University Women's Association (IFUWA) for being conferred the Ph. D in the faculty of Commerce.
- Invited as a Judge for Model Making Competition in New St. Apostolic English High School, Ajani. Nagpur, January 2018.

Books Published:

- Samagra Vikas, published by Sai Jyoti Publication, August, **2023**
- Commercial Firms, published by Himalaya Publishing House, ISO 9001: 2015, **Nov. 2022**
- Working Concepts of E-Commerce, published by Narendra Prakashan, ISBN NO. 978-93-92572-06-7, **Nov. 2021**
- Computerized Accounting published by Narendra Publication, , ISBN NO: 978-93-87608-34-4, **Jan. 2021**
- Money, Banking and Finance published by Sai Jyoti Publication, ISBN NO: 978-93-86011-92-3, **2018**
- Business Economics-II published by Rajani Prakashan, , ISBN NO :978-93-82683-22-3, **2017**

Publications in Research Journals:

- Spiralling Wheels of Indian Economy, Inter-disciplinary National Conference on Innovative & Sustainable Development Practices, **Feb. 17, 2023**
- E-Learning - The New Face of Education: Pros and Challenges, published in International Journal of Advanced Research in Science, Communication and Technology (IJARSCT), Volume 2, Issue 2, Nov. **2022**, ISSN (Online) 2581-9429
- The Study of Customer Satisfaction And Service Quality Of Urban Co-Operative Banks In India For Global Competitiveness published in B.Aadhar' International Peer-Reviewed Indexed Research Journal ISSN : 2278-9308, Issue No. 345, **March 31, 2022**
- Boons and Banes of Blended Learning published in Pune Research Discovery – International Journal of Advanced studies Vol. 6, Issue 4, ISSN 2455-9202, **Nov. 2021- Jan. 2022**
- Rising Trends of E-Education: Benefits and Challenges (With special reference to Covid-19 Pandemic published in Research Hub International E- Journal Volume- 2, Skylark International Journal, ISSN: 2582-9173, **Aug, 2021**
- Mobile Apps: Accelerating the digitization of Business Procedures in India, published in B.Aadhar Research Journal Issue No. (CCCVIII) 308, ISSN: 2278-9308, **Aug. 2021**
- A study of COVID-19: Rising trends of online buying behaviour of consumers and its impact on small scale retailers in Nagpur city, UPA National E- Journal ISSN: 2455-4375, **July 2021**
- A study of covid-19: Impact on online buying behaviour of consumers in Nagpur city during the period of March, April & May 2020, UPA Interdisciplinary e-journal issue-viii:2020 ISSN NO: 2455-4375, **Oct. 2020**
- “Impact of Social Security Schemes of Informal Labour Economy in India ISBN: 978-81-943519-2-4, Refereed Journal, 2019-20
- A study of role of media in sustainable development of natural resources ISBN : 978-93-87305-29-8, 2019-20
- A study on impact of electronic commerce on consumer buying behaviour ELIXIR- Peer Reviewed National Journal of Multidisciplinary research ISSN: 2277-3428 Peer Reviewed, Porwal College, **2020**
- A study of Employees Perception on Core Banking Solution in selected co-operative banks in Nagpur City, OUR HERITAGE (ICE4-2020) ISSN: 0174-9030, Vol- 68, Special Issue 9, Kamla Nehru, 7th & 8th Feb. **2020**
- The Great Saga of Publication "With Special Reference to Indian Publishing" published in Prerna National level Journal of Multi Discipline, Dec. **2015** Volume III
- Influence of Social Media Marketing on Consumer Buying Decision Making Process published in New International Reliable Research Journal, December **2014**, Volume-I

Participation in International/ National Conference, Seminar:

- Participated in International Conference on Innovative Research and Practices in Commerce, Management, and IT for Sustainable Development (ICIRP- 2024), 4th- 5th March, 2024
- Participated in 3 Day Workshop on Power of Narrative: Incorporating storytelling to enhance Management Education organised by UGC HRDC, SRI SRI University, 24th - 26th **March, 2023**.
- Participated in 108th Indian Science Farmers Congress- **03-07 January, 2023**
- Participated in One day International Conference on 'Worldwide Resurgence of Economy after the Pandemic: An Exploration into Reality' organised by Prerna College of Commerce, Reshimbag, Nagpur, 7th **Jan, 2023**
- Participated in NAAC Sponsored National Seminar on "Revised Assessment Framework: Understandings and Challenges, organised by IQAC, Dada Ramchand Bakhru Sindhu Mahavidyalaya, Nagpur, 11th **Feb. 2022**.
- Participated in 3 Day Online Workshop on Learning Statistics and Data Analysis Using MS Excel, Organized by Simple Statistics Solution and Training Provider, Tirunelveli, Tamil Nadu, 1-3 **February 2021**
- Participated in the workshop on Syllabus Orientation Programme (Faculty of Commerce) on new syllabi for various courses in faculty of commerce to be introduced from 2016-17, organised by Department of Commerce, Kamla Nehru Mahavidyalaya, Nagpur, **September, 2016**.
- Faculty Development Programme on Computerised Accounting using Tally. ERP 9 organised by "Tally Education Private Limited" in collaboration with R.T.M.N.U, Nagpur, **February, 2016**.
- Participated in the seminar on "Commission for Scientific & Technical Terminology" organised by Ministry of Human Resource Development (Dept. Of Higher Education), New Delhi, **March 2015**.
- Presented in National Conference "Advances in Teaching on Methodology in Education" titled paper " Current Trends in Education organised by Pandav Polytechnic College, Nandanvan, Nagpur, **September, 2013**.
- Presented in UGC Sponsored One Day Interdisciplinary International Conference on "Relevance of Buddhist Philosophy in the Globalised world" organised by P.W.S. Arts and Commerce College. Nagpur, **September, 2011**.
- Participated in UGC Sponsored National Conference on "Changing Consumer Behaviour & Emerging Challenges to the Retail Trade in India" organised by the Post Graduate Department of Commerce, C.P.& Berar E.S. College, Nagpur, **Feb. 2007**.
- Participated in the Seminar on Global Convergence Of Commerce Education" organised by The Institute Of Chartered Accountants Of India, New Delhi, **Oct. 2005**.

Research Experience:

Acted as a Project Guide for BBA Final Year (RTMNU) from 2015 till date.