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Dr. V. Bala Ruby is currently serving as an Assistant Professor in the Department of Economics, Vels Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai, Tamil Nadu. She has published six books, four patents and 52 research papers. She has been awarded as "Best Women Faculty" and "Best Women Academician" during 2021-2022, "Education Excellence Award", "Excellence in Academics" and "Best Faculty Award" during the year 2022-2023, "Academic Excellence Award", "Best Women Academician Award", "Best Senior Faculty Award" and "Academic Excellence Award" in 2023-2024, "Educational Excellence Award", in 2023-2024, "Education Teacher Light Lamp Award" and "Innovative Educator Award during 2024-2025. She passed the State Eligibility Test (SET) in the year 2013. She has been awarded Ph.D degree during 2019. She has 12 years and 10months of teaching experience as an Assistant Professor in various reputed institutions. She has been continuously maintained good academic records.



Dr. Nivedita Pandey is a dedicated academician with a strong background in Business Administration and Human Resource Management. She holds a Ph.D. from the University of Rajasthan, Jaipur, and combines academic excellence with valuable industry experience. Her teaching journey includes working with reputed institutions, where she has inspired students through her engaging and practical approach. She has authored and co-authored several research papers and book chapters, contributing meaningfully to the fields of HR and emerging technologies. Dr. Pandey also actively serves as a Mentor, NEP Coordinator, and Event Coordinator, playing a vital role in student development and academic administration. Known for her passion for continuous learning, she embraces innovation in teaching and research. With a blend of professionalism, empathy, and leadership, Dr. Pandey is committed to nurturing future-ready professionals equipped with strong ethical values, analytical thinking, and a lifelong thirst for knowledge.



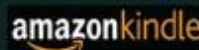
Prof. (Dr.) Arun Kant Painali, Ph.D., is currently working as a Dean, School of Management Studies at Baddi University of Emerging Sciences and Technology, Baddi, Himachal Pradesh. He is having more than 21 years of experience in corporate and Academics. He has done Ph.D. in Management. He has done MBA from HNB Garhwal University Central University. with dual specialization- Marketing and HR. He has published more than 25 research papers in International and national journals of repute. He has in his name 2 patents. He has been actively engaged in teaching and mentoring the students in various live projects. He is also providing marketing consultancy in the field of marketing, and currently providing marketing consultancy to Yand H Cargo Pvt Ltd in brand building and supply chain initiatives. He has been a prominent resource person at several training programs, seminars, and workshops. His area of interest is Marketing, Retail, Consumer Behaviour, and Supply chain Management He has served as a resource person in various certification programs offered to Management students at the university level like Certification in Retail Operation Management and Certification in Transportation and Logistics Management. He has served as Head of Performance Appraisal and Training in Om Logistics Ltd, He has served as Business Analyst at Omega Biotech Ltd and Manager of Business Development at Akums Drugs and Pharmaceutical Ltd and another strategic role at the corporate level. He is a good motivator and is actively involved in providing training to the students on personal grooming and professional growth. "



Dr. Smriti Tandon Gupta is working as Associate Professor in the Department of Management Studies in Graphic Era Deemed to be University, Dehradun, India. She is having rich experience of more than 16 years in academics. She had received Bcom and M.com degrees in the area of accounting and Finance from Hemwati Nandan Bahuguna Garhwal University India. She holds MBA degree (Finance) from Punjab Technical University Jalandhar. She has completed her Ph.D., from Hemwati Nandan Bahuguna Garhwal University, India. Her doctorate thesis work is in the area of Total Quality Management in Higher Education. Her research interests include Fintech, Green Practices in Banking and Finance, Sustainable finance etc. She has published several research papers in reputed Journals, Conferences and Books.



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