

**Dr. Nandita Mishra**

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Phd ( Management)

Mphil, MA ( Economics)

Honours Diploma in Net Working and Quality Management-1998, NIIT Chennai

Certified in 2013, as a Master Trainer in CSR by Indian Institute of Corporate Affairs. Under the partnership of IICA- ICP

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A Gold Medalist in Economics both at M.A and M,Phil and with a PhD in Management Studies, I have held various positions in teaching and academic administration.

Ivey Trained Faculty in Case Method of Teaching, 2013

Member of the Women's Indian Chamber of Commerce and Industry- Nominated as member along with 19 other members as National Council for Higher Education, December 2020

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## RESEARCH PAPERS: A few are listed below

1. Chakraborty, T., Ganguly, M., Mishra, N., ( 2021) Social entrepreneurs' venture launch intention: exploring the role of cognitive determinants. *International Journal Business & Globalisation*. Vol 28. No 4, ( Inderscience )
2. Mishra N ( Jan 2020) International Conference, IBA Bangalore “ Employee Perception Vs Employer Branding”
3. Chakraborty, T., Chatterjee, B., Mishra, N & Tripathi M. (2020). Psychological Wellbeing and Grit among Management Graduates in India: Understanding the Moderating Role of Knowledge of Strengths. *International Journal of Psychosocial Rehabilitation*. 24 (6). 4728-4741. DOI: 10.37200/IJPR/V24I6/PR260463. (Indexed in Scopus).
4. Chakraborty T, Mishra N Tripathi ,M, & Saha .S, (2020) Success of Storytelling in Brand Building Looking Through the Lens of Neuroscience . Accepted for publication in *International Journal of Psychosocial Rehabilitation* 24 (4) 3061-3075 DOI 10.37200/IJPR/V24I4//PR201418( Indexed in Scopus)
5. Chakraborty, T. Natarajan, A. & Mishra, N (2020). Building consumer engagement through brand story telling: expanding the reach of brand stories. *International Journal of Advanced Science and Technology* Vol. 29, No. 3s pp. 1853-1863. (Indexed in Scopus).
6. Chakraborty. T. & Mishra, N (2020). Job Role Shift in Academics: Performance Sustainability of Faculty in Management Schools. *Journal of Sociology and Social Anthropology* (accepted for publication) (Indexed in Scopus).
7. Mishra N (Oct 2019) “ Review on Impact of Climate Change on Agribusiness sector in Maharashtra state” *International Journal of Research in Engineering, Science and Management*, Vol 2, Issue -10
8. Mishra N, Chakraborty T, Rosaline B, Datta A ( Oct 2019) “ Breaking The Limits Of Language Barriers In Global Marketing” *Journal of Knowledge and Communications Management* Vol 9, Number 2, pp 81-93
9. Mishra N (2019) Appreciative Inquiry: Unleashing a Positive Revolution of Organization Change and Development. *Journal of Economics, Commerce and Business Management* , ISSN 2348-4969, KAAV Publication, Vol 06, Issue- 2
10. Chakraborty T, , Mishra N , Ganguly M ( 2019) The Changing Face of Today's Agile Women Entrepreneurs: A Study of Emotional Regulation while meeting Investors.

11. Mishra N, Chakraborty T, Natarajan A ( 2019), Exploring Women Leadership Dynamics through Boardroom Gender Diversity- International Journal of Management, Technology and Engineering, ISSN No: 2249-7455
12. Mishra, N (2018) Banking the Unbanked, Spandan FMS-GNIT International Journal of Business Management ISSN-2348-666X
13. Mishra, N ( 2017) Readiness for Paradigm Shift- Demonetisation , Eureka Journal, ISSN : 2581-4249
14. Mishra, N ( 2013) The Economic Rationale for Stock Market VSRD International Journal, ISSN 2319-2314
15. Mishra, N ( 2012) Bancassurance: Problems and Challenges: Integral Review: Mishra, N ( 2012) Bancassurance: Problems and Challenges: Integral Review:
16. Mishra, N ( 2011), Social Networking JDBIMS Management Review, ISSN 0974 4940
17. Mishra, N ( 2011)Ethical Organizations and Employees: in Asian Journal of Management Research. <http://ipublishing.co.in/ajmrsp1no12011.html> June 2011
18. Mishra, N ( 2010) Consumers' Attitude towards Advertising JDBIMS Management Review, Issn 0974 4940
19. Sharma. G & Mishra, N ( 2008) Legal Issues in Advertising - JDBIMS Management Review, Issn 0974 4940
20. Sharma. G & Mishra, N ( 2007) Ethical Leadership-, Research Journal, Pathh, St Francis Institute of Management and Research, 2007, Second Edition.
21. Sharma. G & Mishra, N ( 2006) India's Economic Environment for Business,- Research Journal, D.Y. Patil Institute of Management
22. Sharma. G & Mishra, N ( 2006) Consumer Ethics and Marketing, JDBIMS Management Review, Issn 0974 4940
23. Sharma. G & Mishra, N ( 2006) Advertising Ethics and the Entrepreneur-, Research Journal, Pathh, St Francis Institute of Management and Research, 2006, First Edition
24. Mishra N ( Jan 2020) International Conference, IBA Bangalore “ Employee Perception Vs Employer Branding”
25. Chakraborty, T., Ganguly,M., Mishra, N., ( 2021) Social entrepreneurs' venture launch intention: exploring the role of cognitive determinants. International Journal Business &

### **Conferences and Publications**

1. Mishra, N (2009) A Paradigm of Organizational Adaptation to Corporate Social Responsibility- Research Journal –NIRMA Institute of Management
2. Mishra, N (2010) Building Strong Brands through Organizational Association, 7 International Conference, Punjab Commerce and Management Association
3. Mishra, N (2010) Business Environment and Global Brand Strategy. National Conference, Rattan Group of Companies Mohali
4. Mishra, N (2010) Ethics in the Marketplace, National Management Convention, Asian School of Business Studies, Bhubaneswar.
5. Mishra, N (2011) Ethical Organizations and Employees, International Conference on Challenges in People Management, JSB Kolkata
6. Mishra N, (2014) NPA Management in Indian Banks during a Downturn-International Conference on Economic Development, Nirjuli
7. Mishra, N (2014) Presented a Paper on BCIM Corridor, China
8. Mishra, N (2014) Beyond Gender Diversity- Paper Selected for Symposium at Oxford University, Oxford- held from December 8 to December 10, 2014
9. Mishra, N (2015) Corporate Social Responsibility, Indian Accounting and Research Foundation
10. Mishra, N (2017) IPR Policies and Start Up Culture in India, XIME Bangalore
11. Mishra, N, Chakraborty.T, Natarajan .A, Boardroom Diversity Dynamics: An Organizational Theory Perspective ( Aug 2018) Tata Institute of Social Science. Best

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paper Award

12. Mishra, N, Chakraborty.T, Natarajan .A, Boardroom Diversity Dynamics: An Organizational Theory Perspective ( Aug 2018) Tata Institute of Social Science. Best paper Award
13. Mishra N, Chakraborty T. Education Entrepreneurship: Sustainability Challenges and the Way Forward. (Sept 2018) MDI M
14. Chakraborty.T, Mishra, N & Natarajan .A ( Nov 2018) Gender Balanced Board and Business- IIM Shillong- SUS CON VI
15. Mishra N, Chakraborty ( Nov 2018) T. Using Technology to Augment the Academic Journey: Perspective of Sustainable Education Entrepreneurship- IIM Shillong SUS CON VI
16. Mishra N, Chakraborty T(Dec 2018) Perceived Job Role of Faculty- IMI Bhubaneswar December 2018
17. Mishra N, Chakraborty T (Dec 2018) Cyberloafing at Work Place- Gain or Brain Drain – Conference at S P Jain and ISDSI
18. Mishra N, Chakraborty T, Ganguly. M (Jan 2019), Changing Face of Agile Women Entrepreneurs Chetana’s Institute of Management & Research
19. Mishra, N, Chakraborty.T, Natarajan .A ( Jan 2019) The Impact of Knowledge Strengths on Performance: The Role of Goal Setting in Agile and Changing Academics, Chetana’s Institute of Management & Research
20. Mishra, N, Chakraborty T, Datta A ( Feb 2019) Breaking the Limits of Language is Breaking the Limits of the World, K, J Somaiya Institute of Management & Research,

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Mumbai- Marketing to Millennial.

21. Chakraborty T & Mishra, N ( July 2019) 16 World Congress, Business and Entrepreneurship Development in a Globalized and Digitalized Era “ Indian Institute of Technology, Delhi, Academy for Global Business Advancements
22. Mishra, N ( October 2019) , ICOMBS Marketing and Business Conference , ICFAI Business School, Hyderabad- “ Is Corporate Social Responsibility Instrumental to Employer Branding ?”
23. Mishra N ( December 2019) Sustainability Development and Value Proposition, International Conference , MDI Murshidabad – “ Job Role Shift in Academics , Performance Sustainability of Faculty in Management Schools – Best Paper Award
24. Mishra N ( December 2019) 13 Annual International Conference, ISDSI, IIM Sambalpur, “ Phubbing at Work, Interpersonal Relationship Dynamics in a Digitized World “

### **Book Chapters**

Four Edited Books from Apple Academy Publication by Mid 2021

1. Gender Equality- Moving Beyond Diversity
2. Human Resource Management in a Post- Epidemic Global Environment Roles and Strategies
3. Digitalization of Higher Education
4. Managerial Education

Mishra , N ( 2015) Book Chapter on Corporate Governance in Russia,- “Corporate Governance, Responsibility and Sustainability: Initiatives in Emerging Economies, published in September 2015 by Palgrave Macmillan Publications

Mishra , N ( 2015) Book Review: Intellectual Property Rights; The Power of Intangible Assets; Rodney D. Ryder and Ashwin Madhavan- published in Global Business Review May – June 2015 , GBR 16.3

Mishra , N ( 2015) Book Review- Title: Profiles In Enterprise: Inspiring Stories of Indian

Mishra, N Impact of GST on FMCG ( 2018), book chapter for "Goods & Services Tax Reforms and Impact on Indian Economy, Eureka Journals

Mishra N, Chakraborty T (2019) book chapter – Education Entrepreneurship book chapter – Sustainable Development- A Value Chain Perspective , Tiger Print Publication

Mishra N (2020) book chapter, Social Distancing -affecting lives and livelihood- Amazon # 1 Best Selling Book “ Impact of COVID-19 & Pandemic Lockdown in India: Repercussion in Business & Economy”

Mishra N (2021) book chapter, The Changing B- School Pedagogy for the Changing Work Place- Amazon # 1 Best Selling Book. "Role of National Education Policy-2020 in Transforming Higher Education".

## **Training and Consulting**

### **1. Training Session- Lila Poonawala Foundation – Training for Nurses**

- a. Women Health & Safety
- b. Safety & Precaution in Medical Devices
- c. Errors & Adverse Effects in Medicines

### **2. Key MDPs as programme director:**

- a. Train the Trainers
- b. HR Practices and Labour Laws
- c. Connecting the Dots- CSR Programme with CASI Global USA
- d. Assessment Centre
- e. Facilitation Skills
- f. Training for Allahabad Bank – for Newly Recruited Probationary Officers: Around 500 POs were assigned to IMI Kolkata, in two batches of three months each. Preparing the course content document to presentation and finally completing the training was handled under my leadership
- g. Mentor- Mentee Programme for 100 members of Vedanta Odisha conducted from VP level to executive level
- h. Trainer at ONGC at Women Leadership and Empowerment
- i. Developing Wealth Creating Mindset for Executives- RPSG Group
- j. Mentoring for Success- Western Coal Fields
- k. Effective Vigilance- Public Sector and Private banks

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- l. Building and Leading High-Performance Teams (Garden Reach Ship Builders and Engineers Ltd)
  - m. Induction Programme for Axis bank New Joinees
  - n. Mid Segment Credit- United Bank of India
  - o. General Management Programme for Mid Level LIC Executives
  - p. Communication Imperative- Balmer Lawrie
  - q. General Management & Communication Skill Workshop for ICAI

**3. Key MDPs with Mumbai Port Trust:**

- a. Managerial Economics
- b. E- Tendering
- c. Finance for Non- Finance
- d. Corporate communications

**Areas of Expertise in Executive Development/ Management Development Programme**

**1. General Management**

- a. Self-Assessment
- b. Business Communication
- c. Corporate Governance and CSR
- d. Customer Relationship Management
- e. Emotional Intelligence and Application in Business
- f. Organizational Role Efficacy

**2. Economics, Development, Banking & Finance**

- a. Macro Economic Environment
- b. Business Environment
- c. Financial Inclusion
- d. Micro Finance and Livelihood (Special focus on Women)
- e. Bancassurance
- f. Capability, Capacity and Connect – CSR Training Module

**FDPs and Guest Lectures Conducted:**

1. Gender Sensitization
2. Examination Reforms

- 3.Higher Order Learning
- 4.Institute- Industry Partnership- Changing World of NEP
- 5.NEP- the Multi-disciplinary approach
- 6.Changing B- School Pedagogy for the Changing workplace
- 7.Role of MDP in B-
- 8.Find your Essentials: Mapping the SDG School
- 9.NEP and Role of Entrepreneurship