

## Dr. APOORWA MISHRA

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Contact Address: G-43, Surya Apartment Model Town Bhilai

Seeking high level teaching assignments in Teaching/ Training & Development with an organization of high repute preferably in Education industry

### PROFILE SUMMARY

- A result oriented professional with nearly 10 years of experience in Teaching, Training & Development, Administration, Sales Operations and Documentation
- Actively involved in supervising, managing operational planning & development, directing the day-to-day academic and associated operations
- Adept in conducting motivational classes and looking after the modules for upliftment and making studies easy
- Skilled in framing training objectives based on training needs after assessment of gap between skills already available & desired
- An individual having comprehensive and conceptual knowledge in Retail Marketing and Rural Marketing
- Proficient in counselling students and grooming them to attain their goal while keeping the students up to date with curriculum changes and assessment methods
- An effective communicator, proactive planner & negotiator with strong analytical, problem solving & organizational abilities

### CORE COMPETENCIES

- Facilitating/ coaching by using interactive discussions and “hands-on” approaches to help students learn and apply concepts in subjects
- Reviewing the pre-set educational goals, objectives, and major district wide classroom instructional programs, establishing academic and other performance objectives
- Teaching and guiding as per academic curriculum to students wherein recognizing, respecting & nurturing the creative potential of each student
- Responding to the queries in a spontaneous manner and simultaneously setting & marking assignments and tests
- Ensuring effective preparation of long-term teaching programs and daily lessons in accordance with the guidelines of the school's education system while managing computer lab operations
- Conducting theoretical and practical training programmes, to enhance knowledge & skills
- Handling day-to-day administrative activities in coordination with internal/ external departments for smooth student management

### WORK EXPERIENCE

From Dec'14 to till date with Shri Shankaracharya Institute of Professional Management and Technology, Raipur designated as Associate Professor and Head of Department

Highlights:

- Headed the department since 2016 to 2019 ,Job responsibility includes overall smooth functioning of the department, subject allocation, designing of lessons plan, supervising proper conduction of classes, organized workshop, managing annual function of department
- Taken classes in MBA full time programme (Subjects- Managerial Economics, Strategic Management, Organization Development, Retail Marketing, MIS, Innovation and Technology Management)
- Taken classes in BBA and B.Com of SSIPS Raipur as a guest faculty (Subjects- Economics,Business Economics.Principle of Management)

**Jul'06 to Nov'14 with Faculty of Management Studies (SSGI), Bhilai as Senior Assistant Professor**

Highlights:

- Holds the distinction of taking classes in MBA Full Time Program (Subjects – Innovation & Technology Management, Marketing Management, Managerial Economics, Retail & Rural Marketing, MIS and DSS, Strategic Management, Customer Relationship Management, Sales Management )

**Feb'06 to Jun'06 with Rungta College of Engineering & Technology, Bhilai Lecturer (Faculty of Management)**

Highlights:

- Successfully took classes of Organization Development, Managerial Economics, Marketing, Consumer Behavior and Human Resource Management



## PREVIOUS WORK EXPERIENCE

Sep'02 to Aug'04 with Standard Chartered Bank Ltd., New Delhi  
Sales Executive

## PUBLICATIONS

### International Journal:

- Dr. Sanjay Pandey, Apoorwa Mishra; "Impact of sales promotion schemes on retailer of Chhattisgarh" IJRFM Volume 2, Issue 10 (October 2012) (ISSN 2231-5985).

### National Conference & Seminar:

- Mishra, A; Bahl, P. "Employee Empowerment: Conception or Misconception", National Conference on Strategies for Creating Effective Global Organization, Shri Shankaracharya Institute of Management and Technology, Bilai from 27<sup>th</sup> to 28<sup>th</sup> Oct'07
- Mishra, A.; Jeswani, S. "Retailing in Rural India : The Present Scenario Prospects of Growth," National Seminar on Recent Trend in Marketing, Kalyan Mahavidyalaya, Bilai from 7<sup>th</sup> to 8<sup>th</sup> Feb'07
- Mishra A; Mishra E.; "A Study On Marketing Strategy Adopted by Small Retailer in Raipur City," National Conference on Management Encounters, "New Challenges for Globalization", Chouksey Engineering College, Bilaspur on 26<sup>th</sup> Feb'12

## ACADEMIC DETAILS

2013 PhD in Marketing from Pt. Sunderlal Sharma (Open) University, Bilaspur  
2002 MBA in Marketing from DAVIM, Faridabad, Maharshi Dayanand University, Rohatak  
1999 B.Com. from Vivekanand College, Raipur, Pt. Ravishankar Shukla University

### Additional Qualification:

Diploma in FOXPRO, FOXBASE, LAN, DOS, UNIX, C, C++ and SYBASE from NIIT, Raipur



## EXTRAMURAL ENGAGEMENTS

- Actively participated in Cricket Tournament at school level in 1994
- Successfully organised Blood Donation Camp at College Level in 1999

## PERSONAL DETAILS

Date of Birth: 26<sup>th</sup> November, 1976  
Permanent Address: 9 Garden Road, Choubey Colony, Raipur, Chattisgarh - 492001  
Languages Known: Hindi and English