



SHRUTI SRIVASTAVA

ASSISTANT PROFESSOR

PROFILE

A dedicated and results-driven academician and marketing professional with over 4 years of experience in teaching, research, and corporate roles. Currently serving as an Assistant Professor at KIPM College of Management (2025-2023), with a focus on fostering innovation and entrepreneurship among MBA and BBA students.

WORK EXPERIENCE

- **KIPM COLLEGE OF MANAGEMENT** 2023 - PRESENT
ASSISTANT PROFESSOR
 - Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
 - Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment.
 - Monitor brand consistency across marketing channels and materials.
- **TTSIT** 2016-2019
BUSINESS DEVELOPMENT EXECUTIVE
 - Create and manage the marketing budget, ensuring efficient allocation of resources and optimizing ROI.
 - Oversee market research to identify emerging trends, customer needs, and competitor strategies.
 - Monitor brand consistency across marketing channels and materials.

TEACHING EXPERTISE

- **MBA:**
 - 1st Sem (2023): Design Thinking
 - 1st Sem (2024): Creativity, Innovation, and Entrepreneurship
Class Teacher of 130 students (Sections A & B)
 - 3rd Sem (2023): Marketing Analytics
 - 3rd Sem (2024): Innovation and Entrepreneurship, Talent Management
- **BBA:**
 - 3rd Sem (2023): Production Management
 - 5th Sem (2023): Entrepreneurship and Small Business Management
 - 6th Sem (2024): Goods and Services Tax
- **Criteria Coordinator:**
 - Worked as a Criteria Coordinator in NBA Related tasks.

CONTACT

📞 9452205134

✉️ shrutisrivastava182@gmail.com

📍 Gorakhpur

EDUCATION

2019-current

DDU GORAKHPUR
UNIVERSITY

- Phd
- Final Submission done

JAIPURIA INSTITUTE OF
MANAGEMENT

- MBA
- MARKETING AND
INTERNATIONAL BUSINESS

PAPER PUBLICATIONS

- 3 PAPERS PUBLISHED IN
INTERNATIONAL PEER REVIEWED
JOURNAL
- 1 PAPER IS UNDER PUBLICATION IN
SCOPUS INDEXED JOURNAL
- 1 PAPER IS UNDER REVIEW IN
SCOPUS INDEXED JOURNAL

CONFERENCES

- 2 PAPERS PRESENTED IN
INTERNATIONAL CONFERENCE
- 1 PAPER PRESENTED IN
NATIONAL CONFERENCE

CONFERENCE ORGANIZATION

- MEMBER OF ORGANIZING
COMMITTEE OF 2
CONFERENCES