

## ABOUT THE AUTHOR



**DR. NISHA AGARWAL**, holds MBA degree and Ph.D. in Business Administration from MJP Rohilkhand University, Bareilly. She earned M.Sc. (Mathematics) from Meerut University as a topper. She is presently working as Director and Professor in School of Business Management at IFTM University, Moradabad. A venerable academician, Dr. Agarwal has over 26 years of teaching experience at UG and PG level. She is a distinguished researcher, authored 3 books and have published and presented more than 50 research papers in journals of National and International repute and in conferences. Six research scholars have been awarded Ph.D. degrees under her supervision and more than five research scholars are currently enrolled for Ph.D. Dr. Agarwal earnestly believes in the importance of leveraging digital ways of imparting quality education, with the focus on driving student growth. She strives to develop and operationalize such digital/virtual ways of working under the dictum-“Go Digital, Go Beyond”. She continues to remain an active member of various organizing committees running in the University, and is a trusted advisor to various academic, administrative and research departments.



**DR. HIMANSHU GUPTA**, boasts 18 years of experience, blending 15 years in teaching and 3 years in industry. Graduating with a B.Tech in Computer Science from UPTU Lucknow, he pursued PGDM in Finance and Marketing from Birla Institute of Management Technology, Greater Noida. His academic pursuits continued, culminating in a PhD from Mohan Lal Sukhadia University (MLSU), Udaipur in Management Studies. He is currently working as Professor in Finance and Marketing at IFTM University, Moradabad (U.P). Dr. Gupta's research spans Marketing Management, Advertisement Management, Marketing Research, Business Analytics, Security Analysis, Portfolio Management, and Derivatives. He authored 3 books and has more than 30 papers published in both International and National journals of repute and is successfully guiding six scholars for their Ph.D. in Management. His Ph.D. research work received the coveted Jagdish N. Sheth Best Thesis Award 2017 by the Birla Institute of Management Technology, Greater Noida. He was honored Dronacharya award by EDUVED foundation in 2023 and a recipient of India's Inspiring Teachers' Awards 2024 by Bharat Good Times in 2024. He continuously improves the courses he teaches in content as well as in pedagogy and enjoys integrating his research into his teaching.



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