

Dr. Trishna

Personal Details:

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Present: Working as Assistant Professor in the Department of Management, Maulana Mazharul Haque Arabic & Persian University, Patna
DOJ: 26 November, 2022

Previous Work Experience:

1. Worked as a Visiting Faculty in JD Women's College & Magadh Mahila College, Patna from July 2010 till October 2022
2. Worked as Officer Response in Bennett Coleman & Co. Ltd. (The Times Group) from July 2007 till June 2010

Academic Qualification:

Ph.D from Magadh University, Bodh Gaya awarded in 2019

Exam Passed	Main Subject	College	Board/University	Year	% Of Marks
MBA	Marketing and Human Resources	Birla Institute Of Technology, Mesra, Ranchi	Deemed University	2007	8.05 CGPA (on a 10 pt. scale)
B.Sc. (H)	Statistics	Science College, Patna	Patna University	2005	75.0%
12 th	Science Group	Science College, Patna	Bihar Intermediate Education Council	2001	73.5%
10 th	Science Group	St. Joseph's Convent High School, Patna	ICSE	1999	86%

Other Accomplishments

UGC NET & JRF (June 2012)

Details of Course Work done:

1. Participated in the One day Awareness Programme on 'ORCID and INFLIBNET Services for Scholarly Communities' jointly organized by INFLIBNRT Centre, Gandhinagar in collaboration with MMHA&PU, Patna on 22nd January, 2024.
2. Successfully completed the Faculty Induction Programme-19, from UGC-HRDC, Aligarh Muslim University, Aligarh from 15 November 2023 – 19 December 2023.
3. Participated in ICSSR Sponsored 10 day "Capacity Building Programme for Social Sciences on Research Methodology" from 8th-18th January, 2014 at BIT Mesra, Patna Campus
4. Attended a one day FDP programme on "SPSS- Statistical Package for Social Sciences" in Feb, 2012 at ISM, Patna

Details of Research Paper published and Seminar/ Conference attended

1. Presented Paper on the topic “**Customer Adoption of Alternate Channels for Banking Needs**” in the “National Seminar on Contemporary Issues in Business Management and Information Technology” organized at Amity University Patna on 6th-7th September 2019.
2. Presented Paper on the topic ‘**Customer Focus: Shifting Paradigms of Customer Management**’ in the ICSSR Sponsored International Conference on ‘Shifting Paradigms in Applied Economics and Management: Course Correction’ organized by Faculty of Management, Shri Mata Vaishno Devi University, Katra, Jammu on 1st & 2nd August 2014.
3. Published Paper entitled ‘**Customer Centricity: How the Focus has shifted towards Effective Management of Customers**’ in IJCRT, Peer reviewed, Refereed Journal , Vol 5, issue-2 , May 2017.
4. Published Paper entitled ‘ Customer Retention Strategies in Banks: What needs to be done’ in The Indian Journal of Eco-Finance, Vol 6, no. 2, Oct-Dec 2012.

DECLARATION

I hereby declare that the above written particulars are true to the best of my knowledge and belief.

Date: - 10/07/2024

Place: - Patna