

Full Name :

Dr. Mrunalini Sudhir Shringare

Designation:

Assistant. Professor

Department:

Economics

Educational Qualifications/ Highest Qualification:

Ph.D (Eco)

Professional Experience:

With over 17 years of experience, Dr. Mrunalini Shringare is a distinguished Assistant Professor in the Department of Economics at K.P.B. Hinduja College of Commerce, Mumbai. She holds an M.A., M.Phil., and Ph.D. in International Economics, with a specialized doctoral focus on the 12-year trade dynamics and performance of India's iron and steel sector.

She has taught both undergraduate and postgraduate students, covering a wide range of subjects, including Managerial Economics, Public Finance, Applications of Micro Economics, International Trade and Finance, Advanced Economic Theory, Merchant Banking, the Indian Economy, and International Business.

Her academic contributions include authoring three key textbooks: Principles of Micro-Economics, Business Economics-I and Business Economics-II tailored for Banking, Insurance, and Financial Markets.

During her tenure, she provided key leadership as the Course Coordinator for the B.Com (Investment Management) program (2015–2020) and Asst. Co-ordinator for B.Com (Management Studies 2014 for six months), streamlining academic and administrative activities for self-financed programs. Beyond administration, she is an active researcher with publications in national and international journals, a curator of academic seminars and webinars, and a contributor to curriculum design as a Board of Studies member.

She has held several leadership and administrative roles, serving as Convener of the Students' Council (2012–2014) and the Women Development Cell (2015–2017), where she organized Women's Week and the International Conference on Recent Advances in Women Studies. She also founded and convened the annual Hinduja Festival "*PANNAH"* and initiated the inter-collegiate event Inversion for B.I.M. Additionally, she coordinated industrial visits for students of BMS, BAF, and BIM, fostering experiential learning and industry exposure.

Industry Experience:

NIL

Research Interests / Specialization:

A prolific researcher with published work in reputed journals, impactful topics including FMCG digital transformation, AI-driven e-commerce, sustainability in the steel industry, FDI, and MSME restructuring. My research highlights crucial insights into Brand Loyalty, Digital India, Women Entrepreneurship, and environmental management, with key publications focusing on leveraging artificial intelligence, sustainability practices, and circular economy strategies for long-term economic growth.

I have published numerous papers in reputable journals and presented research papers at various national conferences across India (including Mumbai, Delhi, Pune, Chennai, Jalandar and Latur).

Also, I have completed two Minor Research Projects in association with University of Mumbai, on -- Analyzing rural governance in the 'Maharashtra Gram Panchayat' study and the consumer trends in the 'Mumbai Coffee Chain Market' analysis.".

Achievements & Contributions:

Nil

Awards / Recognitions:

Nil

Administrative Roles:

Additionally, she serves the academic community through her appointment as Field

Co-ordinator for the Department of Lifelong Learning and Extension at the University of Mumbai.

Professional Memberships:

- Indian Commerce Association
- Maharashtra State Commerce Association
- Indian Economic Association
- Service Civil International.

PhD Guideship:

NA

Official Hours:

10.30 am to 3.30 pm

Official Email ID:

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