

Full Name:

Dr. Shradha Balwantraj Jain

Designation:

Asst. Professor & Coordinator – B.Com (Logistics and Supply Chain Management)

Department:

B.Com (Logistics and Supply Chain Management)

Educational Qualifications/ Highest Qualification:

Ph.D, M.Phil, M.Com, MBA (Marketing), DEXIM (Gold Medallist), NET, SET

Professional Experience:

17 years

Industry Experience (if any):

02 years (Auditing and Management), Exhibitor, and currently serve as Pranic Healer

Research Interests / Specialization:

Management, Marketing, Entrepreneurship, Tourism and Social Science

Achievements & Contributions

- **Academic Experience:** Over **15 years of experience** in teaching, academic administration, curriculum development, research, and student development across Commerce, Management, Tourism, Marketing, Logistics and Supply Chain Management and Business Management.
- **Programme Leadership:** Currently **Coordinator – B.Com. (Logistics & Supply Chain Management)** at K. P. B. Hinduja College of Commerce (Autonomous), Mumbai; previously coordinated **B.Com. (Transport Management), BMS, and B.A. (Multimedia & Mass Communication)**.
- **Curriculum & Academic Governance:** Served as **Chairperson and Board of Studies Member**, contributing to syllabus development, curriculum restructuring, academic planning, and programme development under the **University of Mumbai** and other institutions.
- **Board of Studies Member** at autonomous colleges affiliated with the University of Mumbai and other state universities, contributing to curriculum development, academic planning, and policy formulation.
- **Research & Publications:** Published and presented **40+ research papers** in national and international journals, conferences, and academic forums, covering areas such as **Marketing, Consumer Behaviour, Tourism, Entrepreneurship, Logistics, Digitalisation, and Emerging Trends in Commerce & Management**.
- **Minor Research Projects:** Successfully undertaken **Minor Research Projects** in areas including **Organic Food** and **Adventure Tourism**, contributing to applied and interdisciplinary research.
- **Research Mentoring:** Guided undergraduate and postgraduate students in **research projects and dissertations**, supporting academic inquiry and research-based learning.

- **Academic Publications:** Co-author of books on **Project Management, E-Commerce & Digital Marketing, Event Marketing, Tourism Marketing, and Business Ethics & Corporate Social Responsibility**.
- **Resource Person & Academic Expert:** Invited as **Resource Person, Guest Faculty and Expert** for academic lectures, seminars, Faculty Development Programmes, and syllabus revision workshops.
- **Research Conference & Evaluation:** Served as **Chairperson and Judge for research conferences and research paper competitions**, evaluating research presentations and facilitating academic discourse.
- **Academic Evaluation:** Served as **Paper Setter, Moderator, Evaluator and External Examiner** for various universities and higher education institutions.
- **Innovation & Student Development: Founder, Licensee & Organiser of TEDxHindujacollege** and founder of student-led initiatives including **WE CARE and VOICE**, promoting leadership, creativity, social responsibility, and experiential learning.

Awards / Recognitions:

- **Best Researcher Award**, Self-Finance Section, K. P. B. Hinduja College of Commerce, 2014–15.
- **Best Research Paper Presentation and Best Research paper Award** at National and International Conferences

Administrative Roles

- **Course Coordinator**, overseeing academic coordination, programme implementation, and related academic activities.
- **International Programme Coordinator**, contributing to institutional internationalisation, global academic outreach, and international collaboration initiatives.
- **Committee Responsibilities:** Member of the **Examination Committee, Placement Committee, Internal Quality Assurance Cell (IQAC), Gymkhana Committee, Students' Council, and Cultural Committee**, contributing to examination

administration, academic coordination, quality enhancement, student development, employability initiatives, co-curricular activities, and institutional planning.

Professional Memberships:

Indian Commerce Association

Maharashtra State Commerce Association

Indian Accounting Association

Social Science Council of Research

Official Hours:

10.30am to 3.30pm

Official Email ID:

shradha.jain@hindujacollege.com