

DR. SAKSHI CHOUDHERY

Assistant Professor, Department of Commerce

D.A.V. Post Graduate College, Varanasi

(Admitted to the Privileges of Banaras Hindu University)

Educational Qualifications

- **Undergraduate (UG):** Banaras Hindu University, Varanasi
 - **Postgraduate (PG):** International Institute for Special Education, Lucknow
 - **M.Phil./Ph.D./Post Doctorate:** AISECT University, Jharkhand
 - **MBA:** The Global Open University, Nagaland
 - **NET Qualified**
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Research Interests

- Human Resource Management
 - Marketing
 - Finance
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Teaching Interests / Courses Taught

- B.Com (Hons.)
 - M.Com
 - Ph.D. Course Work
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Administrative Responsibilities

- **National Service Scheme (NSS):** 2007–2011
- **Coordinator, Women Development Cell:** 2025
- **Member, Proctorial Board:** 2016–2024
- **Member, Alumni Committee**
- **Member, Cultural Committee**

Research Publications

Journal Articles (National)

1. Choudhery, S. *Customer Relationship Management in Indian Banking Sector*. **Jigyasa**, Vol. 12. ISSN: 0974-7648.
2. Choudhery, S. *Intellectual Property Rights in the Era of Knowledge Management*. **Shodh Drishti**. ISSN: 0976-6650.
3. Choudhery, S. *Mutual Fund Investment and Its Impact on Assets Under Management*. **Jigyasa**. ISSN: 0974-7648.
4. Choudhery, S. *Prospects and Challenges of Intellectual Property Rights in the Era of Knowledge Management*. **International Journal of Development Studies**. ISBN: 978-81-954010-2-4.
5. Choudhery, S. *Impact of Customer Relationship Management on Indian Banking System*. **Managerial Competency in Commerce, Business and Management**. ISBN: 971-81-954010-24.

Journal Articles (International)

1. Choudhery, S. *Profitability Determinants of Banks in India*. **International Journal of Global Business**, Vol. 2, No. 1 (June 2009). ISSN: 1945-1792.

Book Chapters

1. *Organisational Development of Women Through Self-Help Group: A Case Study of Vindhyachal Mandal*. In **Metamorphosis of OB and HR Width** (2024). Disha International Publishing House, Greater Noida. ISBN: 978-93-48084-453.
 2. *Impact of Customer Relationship Management on Indian Banking System*. In **Managerial Competency in Commerce, Business and Management**. ISBN: 971-81-954010-24.
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Conferences and Seminars

International & National Conferences

- Presented paper on *Organisational Development of Women Through Self-Help Groups* at **International Conference on Metamorphosis of HR Width**, Faculty of Commerce, Banaras Hindu University, 19–21 Nov 2024.
 - Presented paper at **International Conference on Employment, Livelihood and Regional Development Challenges**, Department of Economics, DAV PG College, Varanasi, 23–24 Aug 2024.
 - Presented paper at **National Seminar on Viksit Bharat@2047**, RGSC South Campus, BHU, 26 Oct 2024.
 - Participated and presented papers in multiple national seminars and international conferences including School of Management Science, Sunbeam Women's College, Harish Chandra PG College, Mohanlal Sukhadia University, and DAV PG College, Varanasi (2007–2019).
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Orientation / Refresher Courses / FDPs

- Refresher Course in Commerce, Economics and Management, Ishwar Saran PG College, Prayagraj (Online), July 2025.
 - FDP on NEP 2020, Ramanujan College, University of Delhi (Online), Aug–Sep 2021.
 - Research Course on New Paradigms in Commerce and Management, Ramanujan College, University of Delhi (Online), Sep 2021.
 - Multiple national workshops and FDPs on Research Methodology, SPSS & R, GST, Income Tax, Communication Skills, Psychology, and E-Resources (2008–2021).
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Awards & Honours

- Letter of Appreciation for Organising National Seminar on *Entrepreneurship and Business Innovations in India*, DAV PG College, Varanasi (Sept 27, 2019).
 - Letter of Appreciation for Presentation of NSS Units (NAAC), DAV PG College, Varanasi (Aug 15, 2017).
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Skills

- **Research Tools:** SPSS, R
 - **Academic Skills:** Research Methodology, Data Analysis, Academic Writing
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