

NORIN RAJ LAKRA

Assistant Professor

Department of Business Administration

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Teaching Experience :

Working as an Assistant Professor in the Department of Business Administration in Patna Women's College from July 2011 till date .

Area of Specialisation :

Entrepreneurship Development Programme , Business Organisation , Information Technology.

Academic Credentials:

1. Post Graduation Diploma In Information Management, Xavier Institute Of Social Service, Deemed University , Ranchi (2009)
2. Bachelor Of Arts in English – Patna Women's College, Patna University , Patna (2007)

Certification:

- LATEX training , IIT Bombay
- TALLY 6.0
- Information Technology, CMC Ltd.

Administrative Experience :

- Co-ordinator , Human Resource Management Add-on-Course, Patna Women's College, Patna University(2014- .....)
- Co-ordinator, Diploma in Retail, Community College Of Patna Women's College, Aaryabhata Knowledge University(2013-14)

Student Supervised under CPE :

Sl. No.	Year	Topic	UG/ PG	No. of Student
1	2012	A Study of Employee Reward and Recognition Policy with special reference to NTPC, Patna	UG	3
2	2013	A Study on Employee Satisfaction Level at Coca Cola ltd. , Patna	UG	3
3	2014	A Study on Employee Retention Strategies at AIRTEL, Patna	UG	3
4	2015	A Study on the Effectiveness of Customer Relationship Management Program initiated by KFC in Patna	UG	3
5	2016	Preference for Organised Retail Outlet in Patna: A Comparative Study with reference to Reliance Trends and Pantaloons	UG	3
6	2017	Mushrooming Chinese market: A threat to the Indian market	UG	3
7	2018	The Efficacy of Auditing in Enhancing Organisational Effectiveness (with a special reference to Pantaloons, Patna)	UG	3

Participation and Scholarly Presentation in National and International Conference:

SL. No	Date & Year	Title of Conference or Institution	Title of Presentation
1	22nd January'2015	ICT And Women Empowerment	
2	17th&18th January'2014	Awareness of National Mission on Education Technology through ICT (NMEICT)	

3	10th to 15th June'2013	13th Teachers Training Programme organised by Indian Centre for Research and Development of Community Education	
4	13th April'2013	A State Level Workshop on Community College	
5	22nd & 23rd February'2013	BIT International Conclave 2013 on Innovations in Engineering and Management	Dynamic Role of Customer Relationship Management in Digital Marketing
6	20th February'2013	NAAC Sponsored National Workshop on Institutional Healthy Practices: Opportunities and Strategies	

Achievements / Extra Curricular Activities :

- Cultural and Sports representative of Im-I, XISS,Ranchi (2007-08)
- Won best “ 2006 AICUF” Volunteer of Patna Women’s College
- I was the AICUF President of PWC Unit for (2006- 07)

Academic Projects :

- Management Information System in Canara Bank, Circle Office, Patna
- Customer Relationship Management ,Punjab National Bank, Main Branch, Patna .