

Faculty name: Dr. Sana Bala

Designation: Assistant Professor, Department of Higher Education J and K

Subject : Business Administration

Area of specialization: Finance and Marketing

Experience: 6+ years of teaching experience of teaching at UG and PG level.

College: Government Degree College for Women, Nawakadal

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Date of appointment: 25-02-2017

Summary

Awards and Achievements:

Awarded Ph. D in Management from Central University of Kashmir in August, 2022

Awarded JRF after qualifying UGC-NET in December 2012

Papers presented:

- Presented a paper titled "Assessment of financial literacy across various demographic groups in India" at 2nd International Conference on Contemporary Business Trends (ICCBT 2022) organised by NIT, Srinagar on 21st-22nd May, 2022
- Presented a paper titled "Financial literacy: Conceptualization, measurement and its inadequacy among individuals" at Ist International Conference on recent developments in Science, Humanities and Management- 2018 held on 17th and 18th April at Amar Singh College, Cluster University
- Presented paper titled "Financial Literacy: Importance and its scenario around the world" at National Conference on Entrepreneurship: Opportunities and Challenges in the contemporary World (NCEOCCW 2017) at University of Kashmir- South Campus
- Presented paper titled "Implementation and performance of MGNREGA: A study of Kashmir division" at 57th Annual conference of Indian Society of Labor Economics (ISLE) held at SKUAST-K.
- Presented paper titled "An Empirical Assessment of women entrepreneurship Initiatives of JKEDI (Jammu and Kashmir Entrepreneurship Development Institute)" at 3rd JK Women Science Congress organized by Govt. College for Women Nawakadal in collaboration with J & K State Science, Technology and Innovation Council.
- **Orientation/Refresher Course Attended**
- Attended 2 week online inter-disciplinary refresher course from 20th Feb to 5th March 2022 organised by Ramanujan College, University of Delhi
- Attended 2 week online refresher course in Commerce and Management from Jamia Millia Islamia in Jan-Feb 2021

- Attended a month long orientation course organised by UGC-HRDC Kashmir University in Feb-March 2018.

Research Publications

- Published paper titled An Empirical Assessment of women entrepreneurship Initiatives of JKEDI (Jammu and Kashmir Entrepreneurship Development Institute) in Apeejay Journal of Management, Science and Technology, Vol-3, Issue-2, February 2016.
- Published a paper titled "Financial literacy: Conceptualization, measurement and its inadequacy among individuals" in Interine Journal of Enhanced Research in Managerial and Computer Applications (IJERMCA) ISSN: 2319-7471, Vol-7, Issue-03, March 2018
- Published a book chapter in "An anthology of Contemporary Business Trends- A research Compilation" published through National Institute of Technology (NIT), Srinagar in collaboration with Confederation of Indian Industries Young Indians