DR. RASHMI TRIPATHI

Assistant Professor
Department of Commerce
D.A.V. Post Graduate College, Varanasi
(Admitted to the Privileges of Banaras Hindu University)

Educational Qualifications

- **B.Com.** – Banaras Hindu University
- **M.Com.** – Harishchandra P.G. College, V.B.S. Purvanchal University, Jaunpur
- **Ph.D. (Commerce)** – Banaras Hindu University

Academic Appointments / Teaching Experience

- Assistant Professor, Department of Commerce, Bhagauti Mahavidyalaya (2016–2017)
- Assistant Professor, Department of Commerce, Sri B.D. Somani Arya Mahila Uchcha Shikshan Sansthan (2017–2018)
- Assistant Professor, Department of Commerce, D.A.V. P.G. College, Varanasi (2022 – Till Date)

Research & Teaching Interests

Research Interests: Marketing, Customer Relationship Management, Banking

Teaching Areas: Fundamentals of Marketing, Human Resource Management, Industrial Psychology, Industrial Sociology, Income Tax & Laws, GST & Customs Duty, Elementary Marketing

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Publications

Research Articles in National Journals

1. *Market Share Analysis of Indian Banks – A Comparative Study* – **South Asian Journal of Commerce and Management**, Vol. 1, Issue 2, pp. 32–37, ISSN: 0975-8259. □filecite□turn6file0□
2. *Customer Service in Public Sector Commercial Banks* – **The Original Source Journal for All Research**, Vol. 4, Issue 17, pp. 311–314, ISSN: 2319-6297. □filecite□turn6file0□
3. *Customer Complaints and Their Management* – **Current Journal for All Research**, Vol. 5.1, Issue 17, pp. 98–104, ISSN: 2348-6228. □filecite□turn6file0□

Research Articles in International Journals

1. *CRM in Banking Sector* – **ANVIKSHI: Bi-Monthly International Journal of All Research**, Vol. 4, Issue 5, pp. 7–10, ISSN: 0973-9777. □filecite□turn6file0□
2. *Customer Satisfaction and Customer Relationship Management* – **International Journal of Commerce and Social Sciences**, Vol. 1, Issue 1, pp. 69–76, ISSN: 2231-5888. □filecite□turn6file0□
3. *Role of Call Center in Financial Services* – **Hermeneutics: A Biannual Peer Reviewed Referred International Journal of Business and Social Studies**, Vol. 13, Issue 1, pp. 26–29, ISSN: 2231-6453. □filecite□turn6file0□

Books / Monographs

1. **Customer Relationship Management in Public Sector Banks in India** – Authors Press, First Edition, ISBN: 978-93-90459-80-3. □filecite□turn6file0□
2. **Company Law** – Ekansh Publications, New Delhi, First Edition, ISBN: 978-81-957438-9-6. □filecite□turn6file0□

Edited Volumes

1. **Rural Development in Contemporary India** – Rudra Publishers & Distributors, New Delhi, First Edition, ISBN: 978-93-92108-07-5. filecite turn6file0
2. **Leadership and Management** – S. Sharda Global Research Publications, First Edition, ISBN: 978-81-954790-1-6. filecite turn6file0

Awards & Fellowships

- **UGC Research Fellowship** – Banaras Hindu University (National Level). filecite turn6file0

Research Supervision

- **Sweta** – Supervisor, Ph.D. (Ongoing / 2025). filecite turn6file0

Conferences & Seminars (National & International)

Presented research papers in numerous National and International Conferences including BHU, DAV PG College, RGSC-BHU, Janardan Rai Nagar Rajasthan Vidyapeeth (Udaipur), Jiwaji University (Gwalior), Govind Guru Tribal University (Banswara), and other reputed institutions (2006–2025). filecite turn6file0

Orientation / Refresher / FDP

- Faculty Induction / Orientation Programme – Ramanujan College, University of Delhi (Dec 2023)
- Refresher Course in Commerce, Economics & Management – Malaviya Mission Teacher Training Programme (July 2025). filecite turn6file0

Professional Memberships

- Life Member – Indian Commerce Association
- Life Member – Indian Accounting Association
- Life Member – Inspira Research Association

Skills & Other Academic Activities

- Computer Fundamentals: MS Word, Excel, PowerPoint, Windows
- Workshops on Research Methodology, Data Analysis using SPSS & R (BHU; DAV PG College).

Declaration

I hereby declare that the above information is true and correct to the best of my knowledge.

Date:13-11-2025

Place: Varanasi

Signature

(Dr. Rashmi Tripathi)