## BRIEF PROFILE OF THE FACULTY

## **Department of Commerce**

Name : Dr. Samir Jaiswal
 Designation : Assistant Professor

(A) Educational Qualification : M.Com, Ph.D, M.Phil, UGCNET,

CGSET, PGDBA

3. Specialization in P.G. : Finance & Marketing
4. Email Address : samirjaiswaldr@gmail.com

5. Teaching Experience : 15 years

6. Details of Publications

List of Publication of Dr. Samir Jaiswal

(A) Paper in Journals

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2.	Retailing strategies practiced by Super Bazaar in the era of Cut throat competition with Big box retailers: A Case Study of Rajesh Super Bazaar of Bhilai Chhattisgarh Samir Jaiswal Research Scholar, Research Centre Kalyan PG Mahavidyalaya Pt. Ravi Shankar Shukla University, Raipur Dr. Hansa Shukla Principal, Swami Swaroopanand Saraswati Mahavidyalaya, Bhilai C.G Challenges & Opportunities for local retailers in	Parishodh Journal, ISSN NO:2347-6648 Volume IX, Issue III, March /2020  Sustainable Humanosphere
	perspective of the presence of Big box retailers: A Case study of Shreeji Super Market in DurgBhilai Chhattisgarh  1 Samir Jaiswal, 2 Dr. Hansa Shukla 1 Research Scholar, Research Centre: Kalyan PG Mahavidyalaya Bhilai Nagar, (Pt. Ravi Shankar Shukla University Raipur) 2 Principal, Swami Swaroopan and Saraswati Mahavidyalaya, Bhilai C.G	ISSN: 1880 - 6503,   February 2020 Volume: 16 Issue: 1
3.	Case Study of Women Youtuber Entrepreneurs who created a niche in social media platform 1Dr. Samir Jaiswal, 2. Dr. Seema Jaiswal	International Research Journal of Management and Commerce ISSN: (2348-9766) Impact Factor 7.098 Volume 12, Issue 07, July 2025

2SW Pukeshwar Singh Bhardiya Govt. College Nikum, District Durg Chhattisgarh	
Cimatelogian	