

## Faculty Profile

**Name:** Dr. Vineeta Mishra

**Designation:** Associate Professor

**Teaching Areas:** Financial Management

Security Analysis

Portfolio Management

Personal Financial Planning

Wealth Management

Retail Banking Investment Banking Business Ethics

**Research Interests:** Finance (Socially Responsible Investments)

**Education:** PhD, Amity University NOIDA, 2021

M.B.A, Visvesvaraya Technological University  
Belgaum, 2009



### Research/Selected Publication:

1. Mishra, V., & Mittal, A. (2019). A Comparative Study of Demographic and Risk Tolerance Profile of Conventional and Socially Responsible Investors in India. *IUP Journal of Management Research*, 18(1), 36-52.
2. Mishra, V., & Mittal, A. (2019). Policies for Sustainable Manufacturing and Extended Producer Responsibility for Green and Sustainable Manufacturing in India – A Review. *International Journal of Mechanical and Production Engineering Research and Development*, 9(1), 229-236.
3. Mishra, V., & Mittal, A. (2019). Ethical and Sustainability Concerns of Fast Fashion: A Review. *International Journal of Economic Research*, 16(1), 99-103.
4. Mishra, V., & Mittal, A. (2017). Is Sustainable Business Profitable: A Study of Indian Companies Listed in Dow Jones Sustainability Indices. *International Journal of Applied Business and Economic Research*, 15(22), 415-428.