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Dr. Aisha Badruddin is an Associate Professor in the Department of Business Management at Integral University, Lucknow, India, with a rich academic and professional background. She earned her Ph.D. from the University of Lucknow in 2020, specializing in microfinancing business models in Uttar Pradesh. She has also completed an MBA with specializations in Finance and Human Resources. Her Qualifications also includes Junior Research Fellowship awarded by University Grant Commission in 2012 and qualified National Eligibility Test in the subject “Management” in 2011.

Dr. Aisha Badruddin has a decade of teaching experience, having held positions at both Integral University and Narvadeshwar Management College. Her areas of teaching include cost and anagement accounting, business environment, research methodology, and human resource management. In addition to her teaching, she has supervised Ph.D. and internship projects, with one Ph.D. already awarded under her supervision and five ongoing.

Her research focuses on microfinance, financial inclusion, fintech, and sustainability, with numerous publications in national and international journals, including Scopus-indexed ones. She has contributed to edited books, presented papers at national and international conferences, and has patents published in sustainable finance and microfinance business models. Also, She has won “Best Paper of IMSR 2014” Award at IMSR Conference, 2014.

In terms of administrative roles, Dr. Aisha Badruddin has been active as a Programme Officer for the National Service Scheme, Coordinator for departmental quality assurance, and Course Coordinator for MBA programs. She is also involved in professional development activities and has completed several courses and faculty development programs, both nationally and internationally.