

Dr. Afreen Fatima
Assistant Professor
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Dr. Afreen Fatima holds a Doctorate of Philosophy in Business Administration from the University of Lucknow, where her research primarily focuses on Behavioral Finance. Her academic journey includes a Master of Business Administration (MBA) in Finance and Marketing from GBTU, Lucknow, complemented by a Postgraduate Diploma in Finance and Taxation. She has also qualified for the UGC-NET, further validating her expertise in management.

In her professional capacity, Dr. Fatima has been serving as an Assistant Professor in the Department of Business Management at Integral University, Lucknow, since 2023. In this role, she demonstrates her dedication to both teaching and institutional development. As a member of the NAAC Criteria VI, she plays a crucial role in ensuring quality standards within the institution. Additionally, she is actively guiding several Ph.D. scholars, reflecting her commitment to fostering academic growth and research excellence. Her extensive experience as a Class Coordinator and Lecturer across various educational settings has significantly contributed to her robust teaching and administrative skills. Furthermore, she has been involved in several significant committees at the university, showcasing her leadership abilities and dedication to enhancing the academic environment.

Dr. Fatima is also an accomplished researcher with numerous publications in reputable journals, with a focus on behavioral finance and investor decision-making processes. Her work addresses critical issues in the field, and she has presented her findings at several international and national conferences. These presentations have covered important topics, including the impact of digital finance on sustainable growth and the implications of the National Education Policy 2020. Her participation in these conferences highlights her commitment to sharing knowledge and engaging with the academic community.

To further enhance her research capabilities, Dr. Fatima has attended workshops on data analytics and behavioral finance. These experiences have equipped her with advanced skills that contribute to her research and teaching methodologies. She has also participated in various national seminars, training programs, and Faculty Development Programs (FDP), demonstrating her ongoing commitment to professional development and academic excellence.

In summary, Dr. Afreen Fatima's educational qualifications, professional experience, and research contributions position her as a dedicated educator and researcher in the field of finance. Her commitment to quality education and academic growth makes her a valuable asset to any educational institution.