

## VITAE

Nisha Ashokan, Asst. Professor, (Selection Grade), School of Management, SRM University is a post graduate in Economics from Madras Christian College and Master of philosophy in Economics from Loyola college, under the University of Madras. She is a post graduate in Management from Madurai Kamaraj University.

She has been teaching Management post graduate students for last 17 years. Her subject expertise is in the area of Managerial Economics, Entrepreneurship Development, Creativity and Innovation Management and Communication Skills.

She has been the faculty coordinator for SIFE- Students in Free Enterprise, NEN- National Entrepreneurship Network, BEC- Budding Entrepreneurs Club. She has conducted Business Plan Competition at National and International levels for past few years. She is EDI, Entrepreneurship Development Institute of India, certified Entrepreneurship Educator.

She has published and presented papers at various conferences and journal. She has been the resource person for various Entrepreneurship Awareness Camps and coordinator for FDP- Faculty Development Program on Entrepreneurship. She is a life time member of professional bodies like Indian Society for Technical Education