Dr. Shikha Singh is a distinguished academician with a Ph.D. in Marketing Management, B.Tech, MBA, and UGC-NET qualification. With over 15 years of teaching experience across premier institutions affiliated with Mumbai University, she is currently a Professor at Ajeenkya D Y Patil University, Pune, specializing in Operations Management and E-Commerce.

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Dr. Singh is a recognized Ph.D. supervisor and has played a pivotal role in institutional development through NAAC accreditation, curriculum enhancement, student mentoring, and industry engagement. She has been honored with the Voice of Global Woman Award 2023 for her efforts in women empowerment and has served as a keynote speaker and expert panelist at several international conferences. Her research and teaching are deeply inspired by the integration of the Bhartiya Knowledge System into modern academic practices.