

**Dr. Ritika Sinha**

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Dr. Ritika Sinha is a senior academic and research leader with more than 23 years of postgraduate teaching and research experience in Finance, Marketing, Sustainability, and Governance. She holds a Doctorate in Merchant Banking and has demonstrated academic excellence, having been awarded Gold Medals in both B. Com and MBA.

She has served on the faculty of leading Indian universities across different states including Bangalore University, South Gujarat University, Banasthali Vidyapith, and APS University, and currently contributes to academic leadership, international engagement and skill development at Bengaluru City University.

Dr. Sinha has an extensive international research and collaboration portfolio. She has conceptualized, coordinated, and several international conferences in association with UN-PRME (United Nations Principles for Responsible Management Education), focusing on responsible management education, good governance and also on Dual transition of Net Zero Carbon and Digital transformation in collaboration with Birmingham City University UK. These initiatives have enabled strong academic–policy–industry linkages across borders.

She has been Principal Investigator for multiple major funded research projects supported by UGC, ICSSR, and MHRD, and has played a key role in government–funded national and international research collaborations. Her work includes an MHRD–NIEPA collaborative project on employability of higher education graduates in India, conducted in partnership with global industry leaders such as TCS and CISCO, with outcomes contributing to the New Education Policy (NEP) and the Indian Higher Education Report 2020.

Dr. Sinha has also led international sustainability research. She served as Principal Investigator for the joint project between Birmingham City University (UK) and Bengaluru City University on the “Net Carbon Zero Emission Hub”, undertaken under the aegis of the Karnataka State Higher Education Council (Government of Karnataka) in collaboration with Aegis and the British Council (UK). Her ICSSR-funded research on sustainable business models in waste management and MSMEs has contributed to the green economy, employment generation, and formalization of waste management enterprises, with practical engagement involving financial institutions and SME ecosystems.

She has contributed immensely as a knowledge partner by conducting research and submitting report as part of Brand Bengaluru initiative taken by the Government of Karnataka which is a multi- faceted government project to enhance the city liveability and global stature as India's tech hub.

Dr. Sinha is author of several books in the area of Managerial Economics and a frequent contributor to SCI- and ABDC-indexed journals, She has to her credit 14 Doctorate awarded under her supervision .She has been invited as a Speaker at the 25th Elets World Education Summit (Dubai), where she addressed global audiences on future-ready education, innovation, and responsible management practices.

She was invited as an esteemed 'Speaker' at the 25th Elets World Education Summit (knowledge exchange forum in the education sector) in Dubai with a vision to accelerate new age innovations in teaching and learning practices with a focus on the theme – Exploring the Next in Education.

She is also contributing by serving as Member of Board of studies and Academic council for several colleges and Universities. She is working as Director of WBC Centre, Skill development centre, Training and placement cell.