

Dr Kavita Saxena
Management Professional, Entrepreneurship Expert and Startup Mentor

Affiliations: Associated with Entrepreneurship Development Institute of India (EDII – Ahmedabad), National Institute of Pharmaceutical Education and Research (NIPER – Ahmedabad), PDPU, Goa Institute of Management and many other reputed institutions of India for teaching, training and mentoring of student startups and entrepreneurs.

Areas of Specialization: Entrepreneurship, Women Empowerment, Sales & Marketing, Small Business Promotion, Retail Management, Digital Marketing and Consumer Behaviour

Academic Qualification: Ph.D. (Retail Management) and PGDBM - Gold Medalist (Marketing)

Professional Qualification: FDP in Entrepreneurship, Research Methodology and SPSS, CMI Level 5 Certification

Biography:

An educator, management professional, entrepreneurship expert and startup mentor with over 20 years of experience in academia and industry.

Apart from teaching, I am actively involved in training programs and sensitization workshops for aspiring and existing entrepreneurs. I have co-authored a book on “Emerging Trends in Entrepreneurship Research – Review of The Journal of Entrepreneurship” and have published many research papers and articles in journals and magazines of national and international repute. I have recently completed a DST sponsored research study on “Women Entrepreneurship in India: Key Challenges & Critical Success Factors.”

Right from idea generation workshops to new product development and small business promotion, actively involved with student startups and women entrepreneurs and provide them hand holding support and guidance to create/grow and strengthen their enterprises.

Participated in the Visiting Program on “Digital Transformation: ICT Centric Innovation” in Germany sponsored by Friedrich Naumann Foundation for Freedom (FNF) during May 2019.

Successfully completed AICTE-UKIERI Leadership Development Program 2019-20.

Awarded with CMI Level 5 Certificate in Management and Leadership in Dec 2020.

Guide young students who are on the crossover of their lives and need strong motivation and guidance to be self-employed and independent.

** More details about work experience available on request.