

## ABOUT THE AUTHOR



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Prof. (Dr.) Sanjay Jain is currently the Principal and a key member of various committees in the Department of Higher Education, Madhya Pradesh. With over 40 years of teaching and research experience, he has guided both undergraduate and postgraduate students. He earned his Ph.D. from Barkatullah University, Bhopal, in 1992, focusing on the newspaper industry in Madhya Pradesh. As a recognized Ph.D. guide, he has supervised 30 scholars in Commerce, Applied Economics, and Business Management.

Dr. Jain was awarded the F.I.S.R.H Fellowship in 2006 by the International Society of Research Hunt. He has represented the Madhya Pradesh Government in studying the New Education Policy 2020 and participated in a national workshop on industry-academic linkages. A certified TNA Consultant by the Government of India, he has over 35 research publications and has organized several national seminars. Dr. Jain actively participates in numerous national and international seminars, workshops, and symposiums.



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Prof. (Dr.) Samta Jain is a distinguished academic with significant achievements and extensive experience in teaching and research. She earned her Ph.D. in Economics with a Junior Research Fellowship in 1999, following her top-ranking postgraduate studies in 1995, and qualified UGC NET in Economics. With 28 years of teaching and 26 years of research experience, Dr. Jain has guided seven doctoral scholars.

She has served in several administrative roles, including Deputy Director at MP-BHOJ and Legal Mediator at the High Court and District Court of Jabalpur, Madhya Pradesh, IGNOU Counselor. Additionally, she has been actively involved in student affairs as the NSS Program Officer for the Boys Unit. Nodal Officer of Indian knowledge system (IKS)

Dr. Jain's excellence has been recognized through ten national and international awards, including the "Award for Professors with Excellence in Teaching in Higher Education" from the National University of Singapore in 2018. She has completed three major research projects funded by MPCOST, ICSSR, and UGC-CRO-Bhopal.



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