

Profile

Work Experience : 14 Years

Teaching Interest : Marketing, Consumer Behaviour, Services Marketing

Research Interest : Consumer Behaviour, Services Marketing

Consultancy work Experience : 5 Years

Administrative Experience : 5 Years

Seminar/ Workshop/ Conference/ FDP/MDP attended: 20 Seminars and 2 MDPs and 5 Conferences

Seminar/ Workshop/ Conference/ FDP/MDP Conducted: 2 Workshops

Research & Publication work : 7 papers published internationally and nationally

Books Published : 2 papers in edited books

Professional Memberships : ISTE

Hobby : Reading Books, Magazines and Papers.