

Brief Profile



Designation

Dr. Hansini Premi

Assistant Professor

Member of the IQAC and Research Committee

ICFAI BUSINESS SCHOOL

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- ✚ She has done her Ph.D. from Malaviya National Institute of Technology Jaipur, Rajasthan, with a working experience of 10 months.
- ✚ She was previously working as a Faculty Associate and Programme Leader for DBA with Westford Education Group, UAE.
- ✚ Her areas of expertise are: Green Marketing, Marketing Management, Brand Management and Consumer Behaviour and have Published research papers in ABDC, Scopus and UGC- Care indexed Journals.
- ✚ She has also organized; attended as well papers presented in National and International Conferences as well as have been invited as a panelist and a moderator in Webinars.