

**Dr. Hansini Premi**  
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## **Brief Profile: Dr. Hansini Premi, BBA, MBA and PhD**

### **CAREER OBJECTIVE**

- To work efficiently in a reputable organization where I can teach, conduct research and mentor my students in my discipline, while enhancing my professional knowledge and contributing to institution's mission and goals.

### **CURRENT ORGANIZATION**

Dr. Hansini currently is IQAC/ NIRF/ BoS Coordinator, Student Activity Coordinator and Institution Building Coordinator for IBS and NAAC Criteria 5 Department head currently working as an Assistant Professor in ICFAI University, Dehradun in ICFAI Business School from (22.12.2020 to present). She has done her Ph.D. from eminent Malaviya National Institute of Technology Jaipur, Rajasthan, with a working experience of 4 years and 11 Months. She was previously working as an Associate Faculty/ Programme Leader (Doctorate of Business Administration) for Athena Global Education (AGE) which is an entity of the eminent Westford Education Group, UAE from (16.07.2020 to 08.12.2020).

At ICFAI Business School beside IQAC/NIRF/BoS coordinator she was appointed as an Institutional Building Activities Coordinator in 2024 for Uttarakhand IBS Marketing Team and Mentor for MBA final year student. She was also appointed as a trainer for Setting of Question Paper mapped to learning objectives, program outcomes, and course outcomes and was also a Member of the Exam Paper Moderation Committee. She is also the founder and faculty coordinator for Philautia club: A health and fitness club of IBS. Under her supervision and guidance more 70 events have been successfully coordinated in 2023-2024. Her areas of expertise are: Green Marketing, Business Strategy, Marketing Management, Brand Management and Consumer Behaviour and have Published research papers in ABDC, Scopus and UGC- Care indexed Journals. She was recently invited as a Session Chair in an International Conference in Dubai where besides being a Session Chair she also presented a research paper and was awarded "**The Best Paper Presentation Award**". She has been invited as a Resource Person in many SKSP and SDP's. She has also organized; FDP's, Training Program and Guest Lectures.

### **PROFESSIONAL & EDUCATIONAL QUALIFICATION**

- PhD in Green Marketing (MNIT Jaipur Rajasthan, awarded on February 2020). Title: "**An Empirical Investigation of Buying Behaviour and Development of Marketing Strategies for Green Products**".
- MBA, Marketing (IIS University Jaipur Rajasthan, 2011-2013)
- BBA, Scholarship Holder (Amity University Jaipur Rajasthan, 2008-2011)
- Higher Secondary, Member of the Prefect Council (School Captain), House CCA Captain and Sports Captain ( Mayoor School Ajmer, Completed 2008)

## PUBLICATIONS

### JOURNAL PUBLICATIONS

1. Premi H “Development of a Conceptual Framework for Green Consumer Buying Behaviour for Personal Care Products in India, (Forthcoming) 2025.
2. Sharma A, Premi H (2024), “Development and Evaluating the Effectiveness of the ABCD Model to Enhance Patient Satisfaction in Healthcare Services”, Empirical Economic Letters, 22(special Issue 2) - (ABDC- C Indexed).
3. Sharma A, Premi H (2023), “Exploring the Impact of Operational Lean Management on Patient Satisfaction and Sustainable Healthcare Development” Journal of Chemical Health Risks, 13(3), 1511-1520. (ABDC- C Indexed).
4. Premi, H (2022), “Challenges and Opportunities in Green Marketing and Sustainable Development” in Korea Review of International studies. – (ABDC-C, Scopus Indexed).
5. Premi, H, Sharma. M and Dangayach. G.S (2021), “Green Marketing: A Systematic Literature Review Paper”, Indian Journal of Marketing. (ABDC-C, Scopus (Q3) and UGC Care -II Indexed).
6. Premi, H, Sharma. M and Dangayach. G.S (2019), An Empirical Investigation of Factors Affecting Consumer Buying Behavior for Green Personal Care Products in India”, Purushartha Journal, Vol XII. (Scopus Indexed).

### RECENT CONFERENCE ATTENDED

1. She was invited as a “**Session Chair**” in an International Conference on “Innovating for Impact” held at MAHE, Dubai Campus. It was organized by Confab 360 Degree, MAHE Dubai, Rushford Business School, European Global- Institute of Innovation & Technology and Global Career Pathways on 19/02/2025-20/02/2025 February.
2. She also presented a paper on title “Development and was awarded the “**Best Paper Presentation**” in the International Conference on “Innovating for Impact” held at MAHE, Dubai Campus. It was organized by Confab 360 Degree, MAHE Dubai, Rushford Business School, European Global- Institute of Innovation & Technology and Global Career Pathways on 19/02/2025-20/02/2025 February.
3. Paper presented on title “Green Marketing, an Overview”, International Conference on Media, Culture and Ethics, BITS PILANI, February 9<sup>th</sup> -10<sup>th</sup> , 2018
4. Paper presented on title “National Conference on Futuristic Approaches in Civil & Mechanical Engineering, MAIET, Jaipur (FACME-2015)

### GUEST LECTURES: RESOURCE PERSON/ ORGANISED/ ATTENDED

1. She had organized a Webinar on “EMF Awareness (Awareness about radiations from Mobile Towers)”. The Key Note Speaker was **Dr. Anil Agarwal Chief Vigilance Officer (REIL, IL, HSL & SSL)** on 16<sup>th</sup> May 2021 via Zoom Platform.
2. She has organized a 4-day Guest lecture series on “Strategic Management – A Modern Perspective” from 27<sup>th</sup> – 30<sup>th</sup> in September 2021 for IBS Students. The Resource Person for the Series was **Dr. Manish Kumar Srivastava (Ph.D., M.Com. M.B.A., UGC-NET)** is working

as an Associate Professor, Department of Commerce, Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur.

3. She has organized a 4-day Guest lecture series on “Strategic Management – A Modern Perspective” from 18th – 21st September 2022 for IBS Students. The Resource Person for the Series was **Dr. Manish Kumar Srivastava (Ph.D., M.Com. M.B.A., UGC-NET)** is working as an Associate Professor, Department of Commerce, Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur.
4. She has organized a guest lecture on “Financial Literacy” on 2<sup>nd</sup> June 2023 for IBS Students. The Resource Person for the lecture were Ms. Misha Chawla (VP- Private Wealth Solutions, Wise Finserv) and Mr. Ritvik Singh Rautela (VP- Private Wealth Solutions, Wise Finserv).

#### **TRAINING SESSIONS: RESOURCE PERSON/ ORGANISED/ ATTENDED**

1. She was appointed as a Trainer for Setting of Question Paper mapped to learning objectives, program outcomes, course outcomes and blooms level and conducted one day training session for IBS Faculty on 9<sup>th</sup> February 2021.
2. She was invited as a resource person for Student Knowledge Sharing Program in Motherhood University, Roorkee. Topic: Managing Soft Skills for Personality Development. Participants: 80 Plus- 21st September 2022.
3. She was invited as a resource person for Student Knowledge Sharing Program in Dayanand Brijendra Swarup P.G. College. Topic: Career, Professionalism & Leadership Skills. Participants: 100 Plus- 4th February 2023.
4. She was invited as a resource person for GD & PI session on Career, Professionalism & Leadership Skills. Participants: 40 Plus- 4<sup>th</sup> February, 2023 at IBS Marketing Office, Dehradun.
5. She was invited as a resource person for Student Knowledge Sharing Program in GRD Institute of Management and Technology. Topic: Entrepreneurial Skills for Budding Executives. Participants: 100 Plus- 25th May 2023.
6. She was invited as a resource person for Student Knowledge Sharing Program in DIT, Dehradun. Topic: Entrepreneurial Skills for Budding Executives. Participants: 100 Plus- on September 2023.
7. She was appointed as a Trainer for Institutional Building Activity Coordinator for IBS Uttarakhand Marketing Team under which 10 training sessions were conducted for them in 2024.
8. She was invited as a resource person for Student Knowledge Sharing Program on Micro Presentation and Personal Interview on 15<sup>th</sup> January 2025 at IBS Marketing Office, Dehradun.
9. She was invited as a resource person for Student Knowledge Sharing Program on Mock Micro Presentation and Personal Interview on 17<sup>th</sup> January 2025 at IBS Marketing Office, Dehradun.
10. She was invited as a resource person for Student Knowledge Sharing Program in Mock Micro Presentation and Personal Interview on 29<sup>th</sup> January 2025 at IBS Marketing Office, Dehradun.

#### **WORKSHOP & FDP: RESOURCE PERSON/ ORGANISED/ ATTENDED**

1. She has organized a six-day Faculty Development Programme on “**Productivity Tools for Teaching Enhancement**” at University Level from 6th – 11th September 2021.
2. She has organized a One-day Workshop on “**Enhancing Digital Marketing Capabilities**” on 16th September 2021.
3. She attended a two day workshop on “**R- Programming**” from 15<sup>th</sup> May to 16<sup>th</sup> May 2021 organized by A2Z Edu Learning Hub LLP.
4. She has also organized a five- day Faculty Development Programme on “**Qualitative Research using MAXQDA**” at National level from 30<sup>th</sup> May – 04<sup>th</sup> May 2022.
5. She was the project guide in project titled “**The digital Street Project**” and was facilitated with a certificate of participation and contribution to the digital Street Project- 13th March 2023.
6. She has attended an E- Workshop on “**Data Analysis with JAMOVI**” from 16<sup>th</sup> April -20<sup>th</sup>

April 2024 organized by Craft Connect Enterprises.

7. She has attended an E- Workshop on **“Structural Equation Modelling with Smart PLS”** from 29<sup>th</sup> April- 3<sup>rd</sup> May, 2024, organized by Craft Connect Enterprises.
8. She has attended a two day Faculty Development Program on **“Integrating Technology in Business Education”** from 30<sup>th</sup> June – 01<sup>st</sup> May 2025 organized by IBS, Dehradun.
9. She has attended a five day Faculty Development Program on **“ Corporate Governance and Business Ethics in the Age of AI”** from 5<sup>th</sup> May to 9<sup>th</sup> May 2025, organized by Guru Nanak Institute of Management, approved by AICTE, Ministry of Education, Govt of India.

## EVENTS ORGANISED & COORDINATED

1. She has organized and coordinated the **“9<sup>th</sup> Board of Studies”** for IBS on 01<sup>st</sup> May 2025.
2. She has successfully organized a two day **“Case Study Competition”** for IBS, MBA Students from 9<sup>th</sup> January – 10<sup>th</sup> January 2025.
3. She organized and coordinated more than **35 Sessions of Philautia Club-** A health & fitness club of IBS , where students of IBS ( UG & PG) engaged in various activities like, Yoga, Singing, Dance, Fitness Session , Open MIC and Many More in the AY: 2024-2025.
1. She has organized and coordinated a three day Management Event namely **“Innovative Business Manager Competition”** 15<sup>th</sup> Jan – 18 & 19<sup>th</sup> Jan 2024
2. She has organized **Farewell** for MBA Batch 2022- 2024 on 25<sup>th</sup> January 2024.
3. She has organized and coordinated **“Teacher’s Day Celebration”** On 5<sup>th</sup> September 2024
4. She was **Masters of Ceremony** for the Main Event in the **Convocation** held on 9<sup>th</sup> November 2024.
5. She has organized and coordinated the **“8<sup>th</sup> Board of Studies”** for IBS on 17<sup>th</sup> December 2024.
6. She organized and coordinated more than **50 Sessions of Philautia Club-** A health & fitness club of IBS , where students of IBS ( UG & PG) engaged in various activities like, Yoga, Singing, Dance, Fitness Session , Open MIC and Many More in the AY: 2023-2024.
7. She has organized and coordinated **“Teacher’s Day Celebration”** On 5<sup>th</sup> September 2023.
8. She was invited as a **“Speaker”** in Mock Youth Parliament held on 14<sup>th</sup> and 15<sup>th</sup> February 2023 organized by IBS, Dehradun.
9. She had organized and coordinated a **“Blood Donation Camp”** in collaboration with IMA Blood Bank on 25<sup>th</sup> January 2023 where more than 200 students participated.
10. She was invited as a Judge a **“Business Quiz”** organized by Finance Club, IBS in July, 2023.
11. She participated in **IBS Selection Process** in Hyderabad – 22<sup>nd</sup> February to 5<sup>th</sup> March 2023. She was Master of Ceremonies in 15<sup>th</sup>, 16<sup>th</sup> & 17<sup>th</sup> Convocation 2021, 2022 and 2023 – ICFAI University Dehradun.
12. She was Master of Ceremonies in the **“The Best Teacher Award 2021”** held on 3<sup>rd</sup> September 2021 organized by IBS, IUD.
13. She was also invited to judge Invite to judge Fresh face in Dynafest – 2021 The Cultural Meet, Organized by IBS, Dehradun.

## ACHIEVEMENTS

- Awarded **“Best Paper Presentation”** Award in an International Conference in Dubai 2025.
- Certificate of Achievement in Research in 2023
- CCA Captain (house captain).
- Sports Captain (house captain).
- Member of the **“Prefect Council”**.
- Miss Fresher in 2008-2010 Amity University Rajasthan. Jaipur.

- Master Of Ceremonies in College Fest.
- Won Several Certificates in Co-Curricular Activities.

## TEACHING STATEMENT:

Over the next five years I plan to become an integral part of this prestigious institution. I wish to put my skills to best utilization. I see myself as taking on leadership role in my discipline and work towards the betterment of my as well as institutional goals, mission and vision. My teaching style combines innovation, enthusiasm, and critical analysis. I actively seek out up-to-date media clips, in-class simulations, and thought-provoking activities that challenge students' thinking with the intent of making the class period engaging and memorable. These sorts of activities promote reflection, analysis, and great discussions that often seep into hallway discussions after class ends. If I adhere to my teaching goals of facilitating the ability to think, read, write, and speak critically and I am flexible and relatable as an instructor, I believe that I can create a challenging, stimulating, and enjoyable environment for students each semester.

**Inspire my students:** I would work hard to inspire my students as my teachers did. I believe one's effort and enthusiasm as a teacher can directly influence student's commitment towards course and interest in their respective fields. Teachers have the capability to inspire students by demonstrating belief in their students' abilities and provide support that would help them meet daily challenges in their academic demands.

**Mentor the young Intellects:** I believe that classroom is a training ground not only for future study in your own field but also for many aspects of life. A teacher helps students master the fundamentals of their subject matter, which in turn helps and pays off both for advanced study in their respective fields and for student's everyday understanding of the world.

Help students to articulate, find their voice and follow their values: It's all too easy to think that the learning process is limited to lectures, reading, or problem sets. It takes more than a good teacher to take context of the classroom and remind us that we study in order to better the world. One of the major goals of higher education is to help students understand the social responsibilities of their field and social impact of their choices.

## RESEARCH STATEMENT

Over the next five years, I plan to move to the next big step that is expand my research in the substantive area of Sustainable Green Marketing. Today the environmental issue has penetrated deeply into the threads of the global society and its influence on our daily life is quite evident. Sustainable Green Marketing is a fresh model which has established its unique preposition in the present scenario of the Indian Market. In my Doctorate I had developed a Green Marketing Grid with the amalgamation of two theories namely PLC and 4P's where a broad range of strategies were explained with level of importance of each strategy in each stage

of PLC. The grid was developed keeping in mind that it would serve as a blue print for companies that want to market or position themselves as green in the minds of the consumer. The grid was specially designed keeping in mind the personal grooming sector. In my Future Plan I would like to explore the implementation of this grid in different sector as well identification of newer relevant and less studied factors that might influence a consumer buying behavior more thoroughly understand from the perspective of not only consumers but industry and the economic aspect of it, how it plays a major role in minimizing the over consumption of resources and the ill effects associated with its consumption on society and environment at large. Another aspect which might need attention and further consideration is the 'integration of technology'. Today the 'product selection decision' is a matter and concern of the consumer per say but this might not be the case in future. Since the 'AI (artificial intelligence) assistant would know consumers like and dislikes, preferences and benefits more than the consumer, he will make the choice and decision. It is not going to be easy to influence an "AI BOT". This will require a still evolved green products marketing strategy where a consumer is influenced to 'instructs' his BOT in favor of a green product. The future holds the answer.

I also plan to come up with my First Book on Green Marketing and its status in India which would help in guiding firms across the PLC through different stages to build a strong connect with consumers and help in building strong recall and recognition of brands in the mind of consumers. This book will not be constrained to one sector but will have strategies which will be flexible enough to work in any sector. This will not only help industry in influencing consumers but will also help them in the economic aspect of it that is generating profits in early stages of PLC. It will be loaded with examples of companies across that have been successful in doing so. I also plan to apply for grants and work on projects that are focusing on deep rooted problems in our society environment being one. During my Doctorate in MNIT I was privileged enough to work with my guide on one such project which was regarding the menstrual health of the women in rural. Though I was not officially involved in the project but I used to visit villages near Jaipur and interact with women and guide them about their health issues as well as we taught them how to make sanitary pads and market them and made them self-sufficient. I would like to work on such projects that not only benefit the institution but also people around.

I would also like to introduce courses if not full time but short courses, workshops and FDPs that inform students and faculty about the concept of green and how a change in their consumption patterns would make a difference. A small local project can also be designed where faculty and students work in hand in hand to make people aware of the magnanimity of the problems associated with environment or any other societal problem where learning can be made fun and practical. Another major goal that I have is publications in ABDC and Scopus Journals not only mine but also of my scholars and to guide them in each and every step during their research tenure with me. I would work with the best of my capability to ensure that good quality level research is being done.

**HOBBIES** – Travelling, listening to music, Dancing, Trekking, Reading Novels and Watching Western Movies.

**REFERENCE 1.** Dr. G.S. Dangayach (Professor)  
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## **PERSONAL INFORMATION**

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