

## Author's Profile

**Dr. PRASHANT G. MISHRA**, Currently working as Assistant Professor at PRUIT Saket Institute of Management, Saket, New Delhi, India. It is one of the reputed Institute for management studies in Mumbai under "University of Mumbai" in India. He is an Academician with 04 plus years of experience in teaching and research. M.Phil in Management from one of the reputed university in India. Shri JJJIT University, Rajkot, India. M.Com from University of Mumbai, M.Com from University of Mumbai, and B.Com with distinction from University of Mumbai which is 'A+' university in India. He is associated with the knowledge in the field of Communication Skill and Soft Skill to multiplying career in the field of Academics and Research. He has published and presented several papers in International peer reviewed and UGC care Journals. And also participated in many faculty development program organized by various Institutes. He has published two book on Service Marketing & Employment Issue & challenges. He also review "Distinguished Teacher Award" in Management studies by MTC Global Award for Excellence 2023, and "Best Young Faculty Award" by DR International Research Foundation in year 2023.



**Mrs. SURBHI BHOIR** has received her undergraduate degree in Chemistry and Post graduate degree in Marketing Management from University of Mumbai, India. She is presently working as an Assistant Professor with PRUIT Ram Ujagar Saket Institute of Management, Mumbai. She has an experience of over 10 years in the fields of retail, market research, business development and teaching. She is also a Research Scholar from University of Mumbai. She has published many research papers in reputed journals in the field of marketing. She is committed to her work and actively involved in extension activities and presented papers in international conferences. She is creative and dynamic professional.



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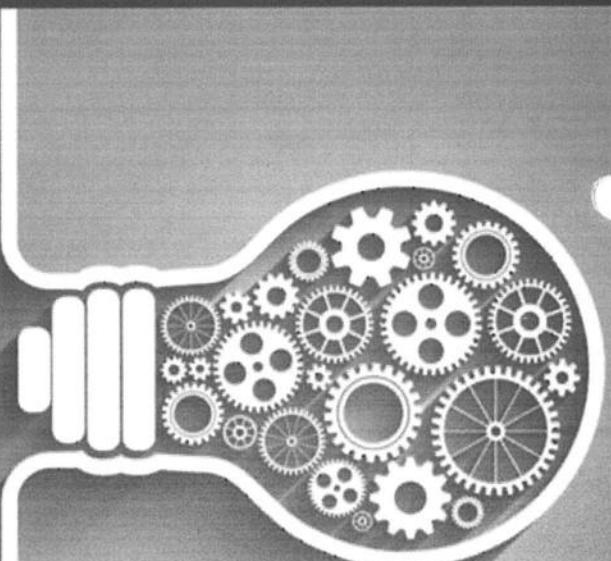
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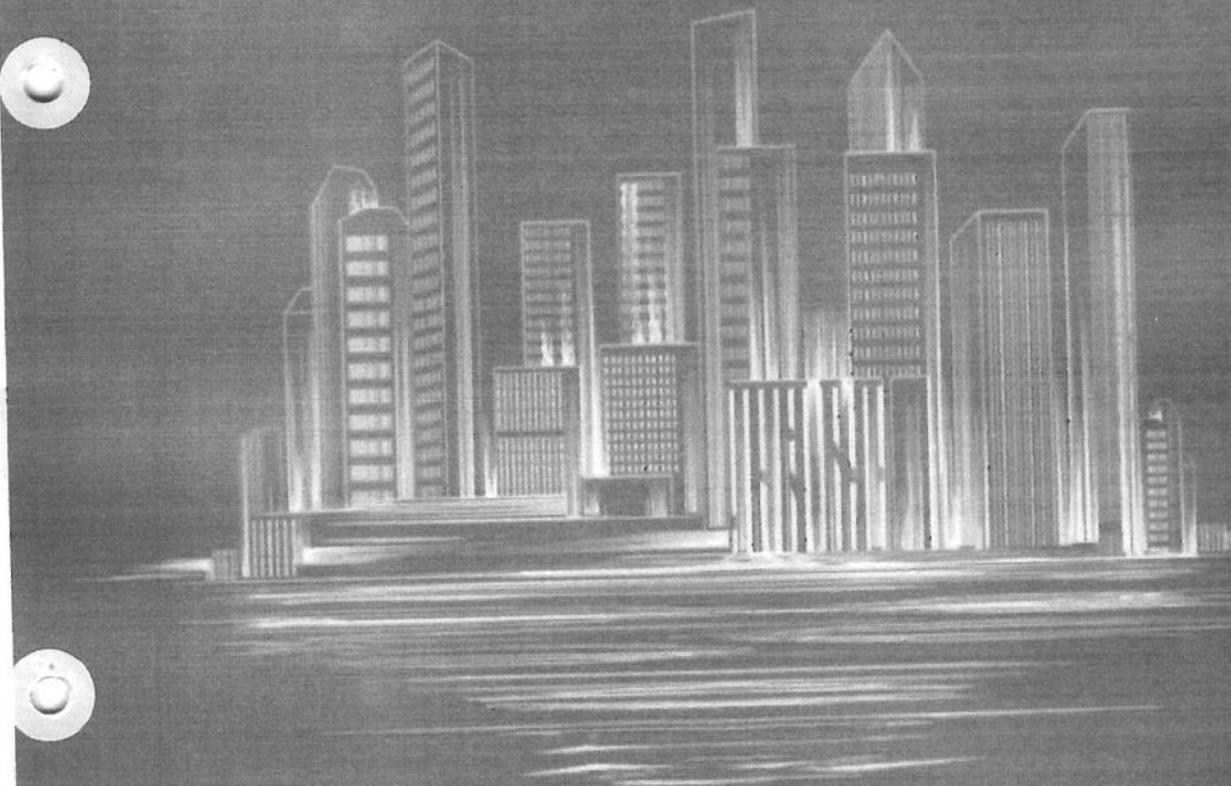




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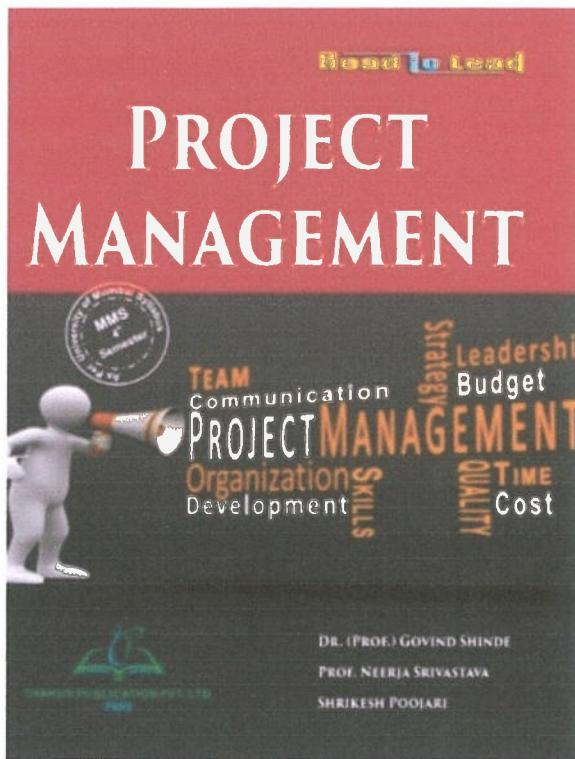






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### About the Author



**Dr. (Prof.) Govind Shinde** is currently working with Bharati Vidyapeeth's EMBS, New Member as Associate Professor in Marketing and Finance. He has done Ph.D., M.Com, MBA (Marketing), B.Ed. and G.D.P.A. & A. He has worked as Chairman in the subject of Taxation of Marathi University. The area worked is in A. Domains in MGMNSB and is a Professor in MGMNCMST, Nagpur and an ISO certified Institute. He has presented more than 21 Research Papers in various National and International Conferences and Seminars. He has also published 22 Research Papers in reputed National and International Journals. He has more than 10 years of experience in teaching and guiding Ph.D. students in Finance and Marketing specializations and 25 years of experience under his guidance. He has published 4 Books and is involved in the editing of 3 Journals. The last book edited by him is *Handbook of Business Statistics* during the year 2010. He is a member of various professional bodies like IMA, 2012 and is Vice Chairman of one of them. His areas of interest are in Management during the year 2013. He has conducted research in various



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