

### About the Editor



**Dr. Asha Rathi**, B.Com., M.Com. (Gold Medallist), PG Diploma in Marketing and Sales Management, Ph.D (Marketing), she has done her higher education from Jai Narain Vyas University, Jodhpur. Presently she is working as an Assistant Professor in the Department of Business Administration, Faculty of Commerce and Management Studies at Jai Narain Vyas University, Jodhpur. Since last 7 years she has been working as an Incharge in Kamla Nehru College for Women (KNCW), Jodhpur as a representative head incharge of Department of Business Administration. She also got an opportunity to act as Program Officer in NSS and Proctor. She has actively participated in various National and International Conferences/ seminars/ workshops/ webinars, as well as presented numerous papers in them. Around 40 quality research papers in reputed national and international journals have been published under her name. She has also successfully supervised two research scholar and currently three research scholars are doing their PhD research under her true guidance at Jai Narain Vyas University, Jodhpur.



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