

ISBN : 978-81-950252-6-8

CONSUMER BEHAVIOUR IN CHANGING ENVIRONMENT



CONSUMER BEHAVIOUR IN CHANGING ENVIRONMENT

Kakar • Jeph



Edited by
Dr. Sangeeta Kakar & Dr. Anita Jeph



About the Editors



Dr. Kakar is an Associate Professor in Department of Commerce, Dyal Singh (E) College, Delhi University. She has completed her M. Com, and M. Phil degrees from Delhi University and is a PhD from Ambedkar University. She has 30 years of academic experience. She has attended and presented papers in various conferences, seminars and workshops. She has also published papers in Referred and UGC approved national and international journals



Dr. Anita Jeph, Assistant Professor, Department of Botany, Government Girls College, Jhunjhunu. She has qualified M.Sc., M. Phil. from MGS University Bikaner. She has 13 years teaching experience. She has attended and presented papers in many conferences, seminars and workshops. She has published 15 papers in referred/UGC approved National and International journals. She authored two books "A Textbook on Algae and Bryophyta" & "Ethno-Botanical Plants and Practices in Traditional Medicine" and she has edited 3 books. She is preparing a botanical garden based on Ethno- botanical plants at SNMT Govt. Girls College, Jhunjhunu.



S SHARDA GLOBAL RESEARCH PUBLICATIONS

Reg. No. – SCA/2020/14/137251

Published by:

S Sharda Global Research Publications

Shop No. G-11, Ground Floor, Airport Plaza, Durgapura,
Tonk Road, Jaipur - 302018 (Raj.)

Phone No.: 0141-2710264 Mobile No.: 9828571010/9829321067

Email: sshardapublication@gmail.com

₹ 690/-

Printed at:

Akrati Advertisers

B-45, Ganesh Marg, Bapu Nagar, Jaipur - 302015 (Raj.)

Phone No.: 0141-2708129

Copyright © publisher

