

## ABOUT THE EDITOR.....



**Dr. Shilpa Parihar** (BSC, MCOM, MBA, LLB, LLM, Ph.D. (Marketing)) is from Department of management studies, Jai Narain Vyas university, Jodhpur. Presently she is working as an Assistant professor at Aishwarya college of education, Jodhpur, she has more than 10 years of teaching experience in both PG & UG classes, Dr Parihar also teaches professional executive MBA Students as well as to the agribusiness management students, in adding to her teaching Responsibility she has given Many Expert lectures to the faculty of polytechnic college & Students of defense studies. Dr Parihar has Worked as a trainer in the course certified by Tata Institute of social science Mumbai, focusing on student employability & skills, Project (NUSSD) National university students, she has also conducted classes to provide professional exposure to students in the area of Export import Management, Youth leadership, English communication & Digital Marketing, As an active researcher Dr. Parihar continuously participated & presented papers in various national & international conferences/ seminars/ workshops & has published almost 40 research papers in reputed journal. Due to her exceptional teaching, mentorship Dr. Parihar has received best eminent teacher award & best research paper presentation award in both national & international conference & several other national awards in academic field. Through her dedication Dr. Parihar inspires & empowers students to become critical thinkers & skilled professional in the areas of marketing, economics & entrepreneurship management.



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