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Krishna Kumari Solanki is a dedicated academician and researcher, pursuing her Ph.D. focused on "Greening Events: The Role of Sustainable Marketing in Promoting Environmental Responsibility and Stakeholder Engagement." With a profound commitment to advancing sustainability awareness across all societal stakeholders. Her pedagogical acumen in marketing, business management, and consumer behavior enriches her scholarly pursuits, facilitating the seamless integration of theoretical insights into practical applications. Her academic journey is marked by her active participation in national and international conferences, where she has presented and published papers that significantly contribute to the fields of sustainable marketing and event management.