

Dr. Payal R. Phulwani

Designation: Assistant Professor

Qualification: MBA, UGC-NET-JRF, Ph.D.

Experience: 3 Years



Dr. Payal Phulwani has been awarded Ph.D. in Management from Malaviya National Institute of Technology, Jaipur. Her research interests include sustainable consumer behaviour, responsible disposal and related behaviours. Currently, her focus area is responsible e-waste disposal behaviour. She has published research articles in reputed journals in the area including Journal of Consumer Behavior (ABDC-A Category). The conferences attended by her include the internationally recognized IIM Indore NASMEI Conference and Doctoral Consortium at IIT Bombay. She has also served as a reviewer for top tier marketing journals including European Journal of Marketing. Her recent contribution on research fronts was focused on “Conceptual Article Quality” in the top tier journals of the Marketing discipline. Her academic interests include Consumer Behaviour, Customer Relationship Management, and Advanced Marketing Research.