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Educational Qualifications

- Ph.D. Punjabi University, Patiala
Area of Interest: Marketing of Services
- Masters of Business Administration (Marketing and International Business)
Punjabi University, Patiala
- Bachelor of Computer Applications
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Area of Research

- Marketing of Services
- Self-Service Technologies
- Consumer Behavior

Selected Publications

- “Preference of Customers for Banking Self-service Technologies”, International Journal of Research in Commerce and Management, Vol. 6(2015), Issue no. 8 (August).
- “Perception of Customers about Banks’ Self-Service Technologies”, Indian Management Studies Journal, 19(2015), 191-205.(ISSN:0974-4355).