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She has been awarded the prestigious *Professor Mannubhai M. Shah Memorial Research Gold Medal* by the Indian Commerce Association for her research work in the Marketing domain. She has published more than 30 papers including some in Scopus indexed. Web of Science, ABDC and ABS listed journals such as Industrial Marketing Management (ABDC-A*, ABS-3, IF-10.3), Tourism Recreation Research (ABDC-A*, ABS-2, IF- 4.2), Electronic Markets (ABDC-A, ABS-1, IF-8.5), Journal of Public Affairs (ABDC-B, ABS-1, IF-2.6), and Competition and Regulation in Network Industries (ABDC-B). She has delivered more than 100 lectures on research methodology and techniques. Her academic and research interests include Marketing, Quantitative techniques for business and research, Corporate social responsibility, and Sustainable development.

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