



Ms. Priya Diwan

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Specialization	Marketing & International Business
Designation	Assistant Professor
Educational Qualification	Pursuing PhD in Marketing, MBA (Marketing & International Business), B.ed, BBA
Experience	Teaching: 9
Research Interest	Marketing, Innovations, Technology, Fashion & Apparels
Membership of Professional / Academic Bodies	ASSOCHAM
Research Publications	<p>Research Publications –Total - 11</p> <p>ABDC Listed /Scopus /Web of Science (Selected Papers)</p> <ol style="list-style-type: none">1. Contributed a paper in Empirical Economics Letters (2021) titled “Vegan Fashion or Sustainable apparels: India’s next move post pandemic”2. Contributed a paper in TURCOMAT (2021) titled “ A shift in Paradigm for Apparel Industry POST COVID 19.3. Contributed a paper in Frontiers in Psychology (2022) titled “Reconnoitering post pandemic effects of High Performance Work Systems (HPWS) towards job performance in manufacturing and service sector”.
Books/Books Chapter/Review	<p>➤ Contributed a book Chapter for IIM Bodhgaya in Samatvam (The Mindfulness Center) titled “Organizational Mindfulness as a catalyst post COVID 19 for sustainable apparels” ISBN- 978-93-91355-39</p>

**Other
Achievements**