



Brief Profile

Designation

Ms. Shailee Parmar
Assistant Professor, IBS,
The ICFAI University, Dehradun

Pursuing Ph.D (IIM Jammu), UGC-NET, UK-SET, MBA, B.Sc.

Ms. Shailee Parmar has 8 years of Academic, Research and Administrative as well as of Industrial Experience.

Area of Interest: Marketing Management, Consumer Behavior, Sustainable and Ethical Marketing through Creativity and Innovation. Personalized marketing, Health and Luxury marketing

She has presented paper in International conference and published research papers in peer reviewed journals.

She has been actively managing, organizing and participating extra-curricular events.

She has attended several Seminars, FDPs and workshop focused towards Business Research Methodology and associated analytical techniques