

Dr. HANSINI PREMI

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CAREER OBJECTIVE

- To work efficiently in an organization where my skills and abilities can be best utilized and which can enhance my professional knowledge.
- I want to use my managerial abilities to become an asset to an organization.

CURRENT ORGANIZATION

- I am currently working as an Assistant Professor in ICFAI University, Dehradun in ICFAI Business School, before that I was working as an Associate Faculty/ Programme Leader (Doctorate of Business Administration) for Athena Global Education (AGE) which is an entity of the eminent Westford Education Group, UAE.

PROFESSIONAL & EDUCATIONAL QUALIFICATION

Level	Name of Institution	Program	Year Graduated	Grade/ Marks (%)	University / Board
Doctorate	Malaviya National Institute of Technology, Jaipur.	PhD	Awarded on 12 th February 2020	80%	MNIT, Jaipur
Masters Of Business Administration.	International School Of Informatics And Management. Jaipur.	MBA	2013	68 %	IIS University Rajasthan. Jaipur
Bachelor Of Business Administration.	Amity Business School, Jaipur.	BBA	2011	8.4 CGP	Amity University Rajasthan. Jaipur

Higher Secondary	Mayoor School, Ajmer.		2008	84%	CBSE
Secondary	Mayoor School, Ajmer.		2006	66%	CBSE

PUBLICATIONS

JOURNAL PUBLICATIONS

- Premi, H, Sharma. M and Dangayach. G.S (2021), “Green Marketing: A Systematic Literature Review Paper”, Indian Journal of Marketing. **(ABDC- (C Category) and Scopus (Elsevier Q3), J – Gate UGC Care – II).**
- Premi, H, Sharma. M and Dangayach. G.S (2019), An Empirical Investigation of Factors Affecting Consumer Buying Behavior for Green Personal Care Products in India”, Purusharth Journal, Vol XII. **(Scopus Indexed).**
- Premi, H; Sharma. M; Dangayach. G.S.; A, Bhardwaj and Meena, M.L. (2015), “Green Marketing: An Overview”, IMR- Management Speak (A bi-annual Journal), Vol 8, No 1, Jan- June 2015. (Published, J- Gate and UGC Listed)
- Premi, H; Sharma. M; Dangayach. G.S. (2018), “Development of a Marketing Grid for the Enhancement of Consumer Buying Behavior for Green Products”, IMR- Management Speak (A bi-annual Journal), Vol 11, No 1, Jan-June 2018. (Published, J- Gate and UGC Listed)
- Premi, H, Sharma. M and Dangayach. G.S (2021), “Development of a Framework for studying Consumer buying behavior for green personal grooming products”, Sustainability Journal. **(Submitted- in pipeline- ABDC and Scopus Indexed).**

CONFERENCE PUBLICATIONS

- Premi. H, Sharma. M, Dangayach. G.S, “Development of A Framework for Consumer Buying Behavior For Green Personal Care Products”, Diamond Jubilee National Conference IIIE &International Conference on “Role of Industrial Engineering in Industry 4.0 Paradiagm (ICIEIND 2018).
- Premi, H, Sharma. M, and Dangayach. G.S (2018), “Relationship between Business Ethics, CSR and Green Marketing, an Overview”, International Conference on Media, Culture and Ethics, BITS PILANI, February 9th-10th, 2018.
- Premi.H, Sharma,M and Dangayach, G.S., “ Green supply Chain Management: An Overview”, National Conference on Futuristic Approaches in Civil & Mechanical Engineering, MAIET, Jaipur (FACME-2015)

- Premi.H, Sharma, M. and Dangayach, G.S. “Green Supply Chain Management- A Review”, National Conference on Sustainability Manufacturing, MNIT Jaipur, Jan 2015.
- Premi.H, Sharma, M. and Dangayach, G.S. “Green Marketing: A Literature Review”, International Conference on Marketing (ICM)- 2015 Contemporary Trends & Challenges Across the Globe, ICG Jaipur, April 3-4, 2015.
- Chaturvedi.U, Premi.H, Sharma, M. and Dangayach, G.S. Sustainable supply Chain Management: A Literature Review”, 3rd International Conference on Supply Chain Management (BPSCM-2014) IIIIE Udaipur Chapter. 28th – 30th November, 2014.

Others Certificates:

- Have attended and organized several workshops and conferences on Research Methodology, Ergonomics, Entrepreneurship and Sustainability.
- Have attended as well as organized FDPs on Managerial Skills and Entrepreneurship Skills.

COMPUTER SKILLS

- Operating system – Windows 8, 10 (Microsoft Word, Power Point Presentations, Microsoft Excel)
- SPSS

CO-CURRICULAR ACHIEVEMENT

- CCA Captain (house captain).
- Sports Captain (house captain).
- Member of the “Prefect Council”.
- Miss Fresher in 2008-2010 Amity University Rajasthan. Jaipur.
- Master Of Ceremonies in College Fest.
- Won Several Certificates In Co-Curricular Activities.

HOBBIES

- Travelling, Listening to music, Dancing, trekking, Reading Novels and Watching Western Movies.

REFERENCE

1. Dr. G.S. Dangayach (Professor)
Malaviya National Institute of Technology Jaipur, Rajasthan.
Mobile no: 9549654493
Email Id: gsdangayach.mech@mnit.ac.in
2. Dr. Monica Sharma (HOD and Associate Professor)
Malaviya National Institute of Technology Jaipur, Rajasthan.
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PERSONAL INFORMATION

Name	: Dr. Hansini Premi
Father's Name	: Dr. (Prof.) Rakesh Premi
Date of Birth	: 28/11/1988
Gender	: Female
Marital Status	: Not Married
Permanent Address	: 91-A, Bhajanganj, Hari Om Marg, Ajmer. Rajasthan.
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FIVE YEAR RESEARCH PLANS:

Over the next five years I plan to move to the next big step that is expand my research in the substantive area of Sustainable Green Marketing. Today the environmental issue has penetrated deeply into the threads of the global society and its influence on our daily life is quite evident. Sustainable Green Marketing is a fresh model which has established its unique preposition in the present scenario of the Indian Market. In my Doctorate I had developed a Green Marketing Grid with the amalgamation of two theories namely PLC and 4P's where a broad range of strategies were explained with level of importance of each strategy in each stage of PLC. The grid was developed keeping in mind that it would serve as a blue print for companies that want to market or position themselves as green in the minds of the consumer. The grid was specially designed keeping in mind the personal grooming sector. In my Future Plan I would like to explore the implementation of this grid in different sector as well identification of more new relevant and less studied factors that might influence a consumers buying behavior more thoroughly understand from the perspective of not only consumers but industry and the economic aspect of it, how it plays a major role in minimizing the over consumption of resources and the ill effects associated with its consumption on society and environment at large. Another aspect which might need attention and further consideration is the 'integration of technology'. Today the 'product selection decision' is a matter and concern of the consumer per say but this might not be the case in future. Since the ' AI (artificial intelligence) assistant would know consumers like and dislikes, preferences and benefits more than the consumer, he will make the choice and decision. It is not going to be easy to influence an "AI BOT". This will require a still evolved green products marketing strategy where a consumer is influenced to 'instructs' his BOT in favour of a green product. The future holds the answer.

I also plan to come up with my First Book on Green Marketing and its status in India which would help in guiding firms across the PLC through different stages to build a strong connect with consumers and help in building strong recall and recognition of brands in the mind of consumers. This book will not be constrained to one sector but will have strategies which will be flexible enough to work in any sector. This will not only help industry in influencing consumers but will also help them in the economic aspect of it that is generating profits in early stages of PLC. It will be loaded with examples of companies across that have been successful in doing so .

I also plan to apply for grants and work on projects that are focusing on deep routed problems in our society environment being one. During my Doctorate in MNIT I was privileged enough to work with my guide on one such project which was regarding the menstrual health of the women in rural. Though I was not officially involved in the project but I used to visit villages near jaipur and interact with women and guide them about their health issues as well as we taught them how to make sanitary pads and market them and made them self sufficient. I would like to work on such projects that not only benefit the institution but also people around.

I would also like to introduce courses if not full time but short courses, workshops and FDPs that inform students and faculty about the concept of green and how a change in their consumption patterns would make a difference. A small local project can also be designed where faculty and students work in hand in hand to make people aware of the magnanimity of the problems associated with environment or any other societal problem where learning can be made fun and practical.

Another major goal that I have is publications in ABDC and Scopus Journals not only mine but also of my scholars and to guide them in each and every step during their research tenure with me. I would work with the best of my capability to ensure that good quality level research is being done.

TEACHING PLANS FOR NEXT THREE YEARS

Over the next three years I plan to become an integral part of this prestigious institution. I wish to put my skills to best utilization. I see myself as taking on leadership role in my discipline and work towards the betterment of my as well as institutional goals, mission and vision. My teaching style combines innovation, enthusiasm, and critical analysis. I actively seek out up-to-date media clips, in-class simulations, and thought-provoking activities that challenge students' thinking with the intent of making the class period engaging and memorable. These sorts of activities promote reflection, analysis, and great discussions that often seep into hallway discussions after class ends. If I adhere to my teaching goals of facilitating the ability to think, read, write, and speak critically and I am flexible and relatable as an instructor, I believe that I can create a challenging, stimulating, and enjoyable environment for students each semester.

Inspire my students: I would work hard to inspire my students as my teachers did. I believe ones effort and enthusiasm as a teacher can directly influence student's commitment towards a course and interest in their respective fields. Teachers have the capability to inspire students by demonstrating belief in their students' abilities and provide support that would help them meet daily challenges in their academic demands.

Mentor the young Intellects: I believe that classroom is a training ground not only for future study in your own field but also for many aspects of life. A teacher helps students master the fundamentals of their subject matter, which in turn helps and pays off both for advanced study in their respective fields and for student's everyday understanding of the world.

Help students to articulate, find their voice and follow their values: It's all too easy to think that the learning process is limited to lectures, reading, or problem sets. It takes more than a good teacher to take context of the classroom and remind us that we study in order to better the world. One of the major goals of higher education is to help students understand the social responsibilities of their field and social impact of their choices.

