



Dr. Pallavi is serving at Army Institute of Management & Technology as **Associate professor and Area Chair Marketing**. She has over 19 years of teaching experience in various institutions. She holds a Ph.D. in Management where her research focused on "A Study on Customer Satisfaction and Service Quality Measurement in the Wellness Industry in India." She also possesses Postgraduate degrees in Business Management (PGDBM), International Business Operations (PGDIBO), and M.Com, further strengthening her interdisciplinary expertise.

She pursued multiple job portfolios with a blend of experience including research, academics and corporate. Entrepreneurship development is another area of expertise for her. She has been actively involved with the Entrepreneurship Development Cell at AIMT and I.T.S Engineering College, coordinating numerous government-funded projects and programs, including the DST-NIMAT and NewGen IEDC initiatives. Additionally, she is a Certified Trainer/Facilitator for the PM-YUVA YOJANA program sponsored by the Ministry of Skill Development & Entrepreneurship.

She has published papers at national and international journals and attended various Faculty Development Programs organized by the Department of Science and Technology. She has various patents & copyrights registered with the Government of India's Copyright Office and Patent Office. Her research interest encompasses Services Marketing, Retail Management and Marketing Analytics, Sales and Distribution Management etc.