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### About The Author

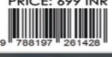


Dr. Swati Agrawal is an esteemed Assistant Professor at Atharva Institute of Management Studies, specializing in marketing subjects. With a distinguished academic background, she holds a Ph.D. in Management from Gujarat, reflecting her dedication to scholarly pursuits. Boasting a diverse professional experience, Dr. Agrawal is recognized for her passion for research and her commitment to excellence in education. Her teaching methodology is marked by innovation and a deep understanding of contemporary marketing principles, ensuring that her students are equipped with the latest knowledge and skills in the field. Dr. Agrawal's relentless pursuit of knowledge makes her a continuous learner, always eager to explore new ideas and concepts. She embodies the spirit of giving back to the community and the academic world through her research endeavors. As a dynamic educator and researcher, Dr. Agrawal inspires her students to think critically, creatively, and ethically in the realm of marketing. Her dedication to academic excellence and her enthusiasm for sharing knowledge make her a valued asset to the academic community and a mentor to aspiring marketers.




Dr. Monika Shrimali is associated as an Assistant Professor with Atharva Institute of Management Studies, bringing vast experience to her role. She is NET qualified in Management Stream. With a specialization in Finance and Human Resource Management, Dr. Shrimali is passionate about imparting knowledge and shaping the minds of future leaders in these fields. Her areas of interest encompass Financial Management, Management of Financial Products and Services, and Business Statistics, reflecting her diverse expertise and dedication to academic excellence. Dr. Shrimali's commitment to fostering an engaging and enriching learning environment is evident in her teaching philosophy, which emphasizes critical thinking, creativity, and practical application of concepts. As a respected academician, Dr. Monika Shrimali is dedicated to nurturing the talents of her students and guiding them towards success in their academic and professional endeavors.

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