

# Dr. Aditi Mertia

**Assistant Professor, Fashion Design, Jodhpur**

**Title of Dissertation of PhD** – A Study of Textile Motifs and their Development through Application of CAD and other Computer Software's.

**Area of Teaching and Research - CAD** - Computer Aided Designing, Conventional & Digital Printing for Fashion and textiles, Smart garment and wearable technology, Craft and cultural studies, Clothing history



Dr. Aditi Mertia is Assistant Professor with the department of Fashion Design and CIC at NIFT Jodhpur. She is Ph.D in Clothing & Textiles and specializes in CAD Print design and was awarded JRF for PhD. She has qualified NET in 2008. Academics brought her to join NIFT in the year 2014, at present in Jodhpur since 2016 and prior to that was in Gandhinagar. She specializes in CAD Print design, Digital Design, Conventional & Digital Printing, Design Process, Surface development, Indian Crafts. She has participated in National and International conferences and published papers in the area of CAD, Digital Printing and Digitization in fashion. Also undertaken projects related to skill development in Craft sector.

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# Dr. Madan Lal Regar

**Assistant Professor, Fashion Design, Jodhpur**

**Title of Dissertation of PhD** - Structural analysis of ELI Twist Yarn

**Area of Teaching and Research** - Sustainable threads and garments, Technical Textiles, Protective clothing, Development of special yarn and fabrics



Dr. Madan Lal Regar is an Assistant Professor with the department of Fashion Design. He holds a Ph. D. in Textile Technology and his passion for design brought him to join NIFT in the year 2020 at NIFT-Jodhpur. He has worked in the industry and has been an academician now for 07 years. He specializes in Sewing Thread, Yarn Manufacturing, Seam Analysis, Fabric Manufacturing, Garment Development, Smart Garment, Handloom process optimization, Sustainable Textile, Nano Technology. He has more than 100 publications in the area of textile and apparel manufacturing in national and international conferences, including SCI/Scopus indexed journals. He has 3 book publications including conference proceedings.

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# Dr. Ruchi Kholiya

**Assistant Professor, Fashion Design, Jodhpur**

**Title of Dissertation of PhD** - Extraction, processing and Utilization of Rambans (Agave spp.) and Malu (Bauhinia vahlii) Fibers for Industrial uses

**Area of Teaching and Research** - Textile Studies, Traditional Embroideries, Dyeing & Printing, Surface Ornamentation, Pattern Making, Draping, Material Studies, Processing of Unconventional Fibers



With over 11 years of professional experience in academics, Dr. Ruchi Kholiya joined NIFT in the year 2021. In 2009, she received her Doctorate degree in Clothing & Textiles from G.B.Pant University of Agriculture & Technology. She specializes in teaching textile sciences, traditional embroideries and surface ornamentation, pattern making, draping, and material studies. She is the recipient of the Young Scientist Award (2009) by Uttarkhand State Council for Science and Technology (UCOST) and Dr. (Mrs.) Saroj Kashayap Gold Medal (2010) by Indira Chakravarty College of Home Science, C.C.S.H.A.U., Hisar, Haryana. Her passion and devotion for teaching earned her the “Best Teacher Award” in 2010-11, and 2011-12 by Galaxy Global Group of Institution, Haryana. She is also the recipient of the Junior Research Fellowship (JRF) by Indian Council of Agricultural Research, New Delhi (2004-2006) and cleared UGC NET in the year 2005. She has authored more than 35 peer-reviewed publications & 4 book chapters. Her patent on “Isolation of Malu fibers and development of a novel blended fabric from Malu-viscose” got published in the year 2017.

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# Mr. Yayati Bhadauria

Assistant Professor, Fashion Design, Jodhpur

**Area of Teaching and Research** - Pattern Making, Advanced Patterns, Garment Construction, Fashion Forecast, Couture and Design Research



Mr. Yayati Bhadauria is associated with the Fashion Design Department at NIFT Jodhpur and has specialization in Fashion Trend Forecasting From Polimoda, Italy. He has worked with Emilio Pucci, a Louis Vuitton Brand and has managed various profiles. He is a Design Graduate and a N.I.F.T. Alumni himself and has been associated with Design and research for Fashion Industry.

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# Mr. Atul

**Assistant Professor, Fashion & Lifestyle Accessories,  
Jodhpur**

**Area of Teaching and Research** - Design Thinking and Process,  
Form Study & Exploration, Material Exploration, Handicrafts



Atul is an Assistant Professor with the department of Fashion & Lifestyle Accessory Design. He is a graduate of Accessory Design from NIFT New Delhi. His desire to share his knowledge and experience with the younger generation brought him to join back his alma mater, in the year 2016 at Jodhpur. He has worked in the hard goods industry, social sector and has been an academician now for 05 years. He specializes in Design Thinking and Processes, Form Study & Exploration, Material Explorations. He is also having keen interest in the Handicrafts of India and has worked with various Master Craftsman and Artisans of Dokra, Chhau Dance Mask Art and Pottery of Jharkhand; Mojri, Bone & Horn and Wood Craft of Jodhpur Rajasthan.

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# Ms. Bingi Varsha Akshara

**Assistant Professor, Fashion & Lifestyle Accessories,  
Jodhpur**

**Area of Teaching and Research** - Product & Accessory Design, Fashion & Apparel Design, Handicrafts, Jewellery Design, Form & Functionality, Design Methodology, Film Fashion & Styling, Surface Ornamentation, Couture Design, Boutique & Business Management, Print & Graphic, UI-UX Design, Advanced Patterns, Garment Construction, Fashion Forecast, and Design Research.



Ms. Bingi Varsha Akshara is an Assistant Professor with the department of Fashion & Lifestyle Accessory Design. She is Post Graduated from NID, Gandhinagar, specialised in Apparel Design and graduated from NIFT Hyderabad in Accessory Design Department.

Holding Multidisciplinary profile, She worked for Jewellery and Fashion Industry, and laid her strong profile in Handicrafts Design & Intervention and associated with Craft Sector. She also worked as Costume Designer in Film Industry and as Celebrity Stylist. She strongly believe willingness to Explore and Learn more is her Choice. She is expertise in the field of Fashion, Accessory, Apparel, Textile & Jewellery, Art & Craft Design. She had been involved in Multiple projects in Academic teaching, Public Seminars on Design thinking & Methodology, Design workshops, Fashion shows on promoting Indian Handlooms & Handicrafts -Design Interventions & promotions.

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# Mr. Sarban Chowdhury

**Assistant Professor, Fashion & Lifestyle Accessories,  
Jodhpur**

**Area of Teaching and Research** - Design process, Design fundamentals, Craft research and studies, Material exploration, Decor and Design.



Sarban Chowdhury is an Assistant Professor with the department of Fashion & Lifestyle Accessories at NIFT Jodhpur. He completed his BFA & MFA from the Government College of Art & Craft, Kolkata. He is known for his contribution in the field of ceramic and has been featured by the Platform magazine, Design India, Elle Décor, Hakara Journal, Harper's Bazaar, Whitewall magazine, MASH India, Punch magazine, Art Fervour, India Today, NCSM, Mid-Day, Plener Ceramiczno etc. He has been invited to symposiums and art residency programs within India and abroad, including Centrum Ceramiki in Boleslawiec Poland, Wood Fire Symposium in Russia, Museum of Goa, Art Ichol, Piramal Art Foundation, Uttarayan Foundation etc. He was recently named one of the top ten emerging artists hosted by MASH and supported by KHOJ. He has exhibited with galleries mainly Emami Art, Apre Art House, Gallerie Nvya, India International Centre, CIMA, Weaver's Studio, Harrington Street Arts Centre, Bharat Bhavan etc to name a few. He has received a few awards and grants including National Scholarship by Ministry of Culture, Prince Claus Fund grant, Lalit Kala Akademi grant, Prafulla Dahanukar Award, Artdemic by Gujral Foundation etc. Besides he is also a member of Artaxis, USA and Centre of Contemporary Artists, Rome.

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# Mr. Vijander Kumar

**Assistant Professor, Fashion & Lifestyle Accessories,  
Jodhpur**

**Area of Teaching and Research** - Materials for Designer; Design and development of materials, Additive manufacturing (3D printing), Manufacturing Process, Design, and development of alloys, Mechanical behavior of materials, Welding and joining.



Vijander Kumar is an Assistant Professor in the Department of Fashion & Lifestyle Accessory Design. He is pursuing PhD from IIT Jodhpur in materials and obtained his master's degree from NIT Jalandhar in Manufacturing Technology. He has cleared "Graduate Aptitude Test for Engineering" (GATE) exam six times. Before joining NIFT (August, 2015-October, 2021) he was working in SLIET Longowal (Deemed to be University under Ministry of Education Govt. of India) as an Assistant Professor. He has more than seven years of teaching experience in reputed institutions. His area of teaching and research is Materials for Designer, Design and development of materials, Additive manufacturing (3D printing), Manufacturing process for designer, Design, and development of alloys, Mechanical behaviours of materials, Welding and joining. He is editorial board member of American Journal of Materials Synthesis and Processing. He has published several papers in National and International Journals.

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# Dr. Akanksha Pareek

**Assistant Professor, Textile Design, Jodhpur**

**Title of Dissertation of PhD** - Relationship between Mata Ni Pachedi and Folk songs and dances of Rajasthan (Phad Painting)

**Area of Teaching and Research** - Traditional Textiles, Surface Embellishments, Weave and Print Design



Dr. Akanksha Pareek is an Assistant Professor with the department of Textile Design. She is a PhD in Traditional Textiles and specializes in Traditional textiles and Surface Embellishments. Passion for design brought her to join NIFT in the year 2013. She has worked in the Fashion and Textile industry for more than 5 years and has been an academician now for 9 years. She specializes in Traditional Textiles, Surface Embellishments, weaving, Crafts, Handloom and Fashion Studies. She has also been involved in various projects. She has several publications in the area of Traditional Textiles, Craft and Fashion Studies in national and international journals and conferences.

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# Dr. Ankita Srivastava

**Assistant Professor, Textile Design, Jodhpur**

**Title of Dissertation of PhD** - Studies on Impact Resistance Behavior of Textile Structure

**Area of Teaching and Research** - Structure and properties of fibres, Functional & smart textiles, Woven fabric structures and Textile Craft.



Dr. Ankita Srivastava is Assistant Professor in the department of Textile Design. She has joined NIFT Jodhpur in 2013. She has done B.Tech. in Textile Technology from Uttar Pradesh Technical University Program in 2005. She acquired M. Tech. Degree in Fibre Science and Technology from IIT Delhi and worked on a project in medical textiles. Subsequently, she has completed Ph.D. in the area of Ballistic Textiles from IIT Delhi in 2014. She has published and presented more than 40 research publications in national and international peer reviewed journals and conferences. Her areas of interest include Structure and properties of fibres, Functional & smart textiles, Woven fabric structures and Textile craft. Apart from academics, her interest includes music and literature.

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# Dr. Chet Ram Meena

Assistant Professor, Textile Design, Jodhpur

Title of Dissertation of PhD - Ecofriendly Colouration of Textiles

Area of Teaching and Research - Textile Processing, Functional and Innovative Finishes, Quality Control, Application of Natural Dyes, Sustainable Design etc



Dr. Chet Ram Meena, Assistant Professor at the Department of Textile Design, National Institute of Fashion Technology, Jodhpur. Dr. Meena has dual expertise both in Academics and Industry. He has done his doctorate on the topic “Ecofriendly Coloration of Textiles” from ICT, Mumbai. He has more than 13 years of experience in Textile Processing, Quality Control, Nanoparticles, Functional Dyes, Sustainable Design, Consulting, etc. In the past, he has worked as “Product Development Manager” with Colorband Dyestuffs, Mumbai, and as a “Quality Control Executive” with RSWM Group, Banswara, Rajasthan. He has published more than 70 publications related to Nanoparticles, Functional Dyes, Novel Finishes, Sustainability, Fashion, craft, etc. in various reputed International and National conferences/Journals. He has published 8 book chapters in high scholastic book publishers like Springer, CRC, and Elsevier. He has lifetime memberships of the Textile Association of India (TAI), the Indian Fibre Society (IFS), and the National Institute of Research on Jute & Allied Fibre Technology (NIRJAFT). He is also an Editorial Board Member for the “Journal of Textile Association (JTA)” since December 2020.

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# Dr. Janmay Singh Hada

Assistant Professor, Textile Design, Jodhpur

**Title of Dissertation of PhD** - Capacity Building of Kota Doria Handloom through design Intervention

**Area of Teaching and Research** - Textiles, Textile Chemical processing, Natural dyes, Product Fundamentals  
Area of research: Natural dyes, sustainable textiles



Dr. Janmay Singh Hada is an Assistant Professor in the department of Textile Design. He has joined as Assistant Professor in 2012. He has done B.E. (Honours) in Textiles for MLV Textile Engineering College (University of Rajasthan) in 2005. He acquired M.Tech. (Textile technology) and PhD in the area of "Capacity building of Kota Doria Handloom through design intervention and specializes in Fiber. Before joining NIFT, he has served premium organization like Maral Overseas limited, Arvind Mills and BMD Limited. His extensive work in dyeing and printing, technical development of automotive fabrics, Knitfabrics. He has been an academician now for 18 years. He has published and presented more than 50 research publications in the area of textiles, natural Dyeing, automotive Fabrics in reputed Journals. Apart from academics, his interest includes sports and literature.

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# Ms. Shweta Joon

Assistant Professor, Textile Design, Jodhpur

**Area of Teaching and Research** - Traditional Textiles, Surface and Print Design, Craft, Design Process, Portfolio Development, Design Thinking



Ms. Shweta Joon is an Assistant Professor in the department of Textile Design at National Institute of Fashion Technology, Jodhpur. She did her Bachelors in Textile Design from NIFT Bengaluru and Masters in Fashion Management (MFM) from NIFT Gandhinagar. She has more than 3 years of teaching experience before joining NIFT in 2022. She has vast industry experience in Export, Retail and Buying Houses. She has integrated knowledge and experience of Industry and Academics.

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# Mr. Amit Das

**Assistant Professor, Fashion Communication, Jodhpur**

**Area of Teaching and Research** - Retail experience Design, Semiotics, Graphic Design, Branding, Visual Merchandising and Exhibition Design



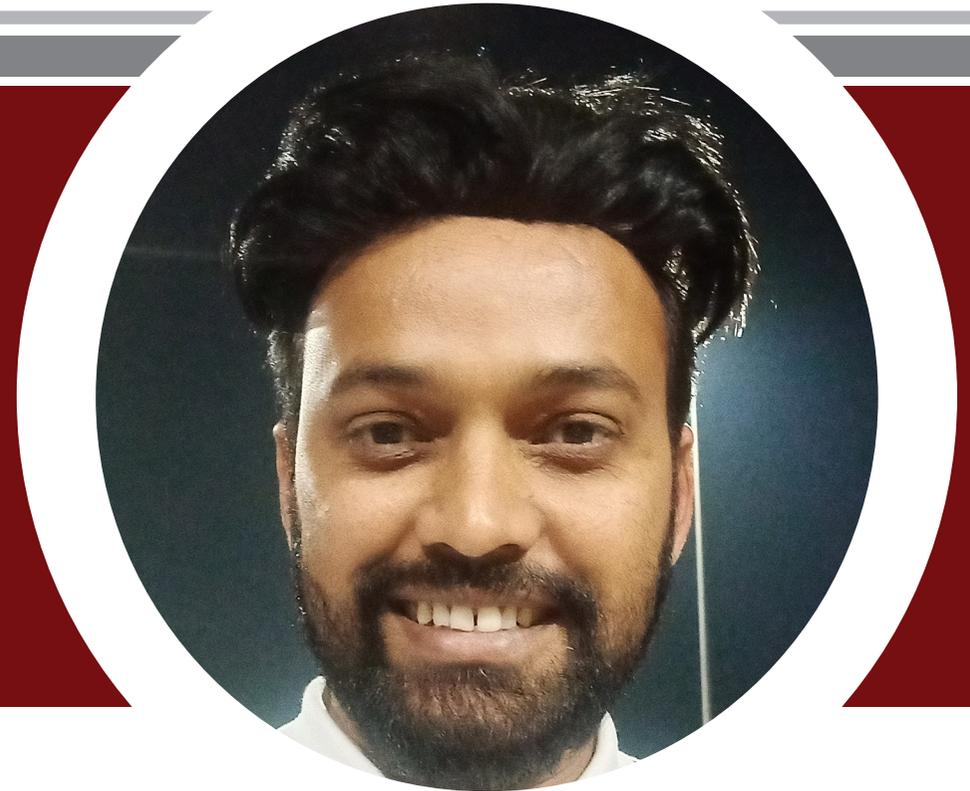
Mr. Amit Das is an Assistant Professor with the department of fashion Communication. He has completed his post graduation in Journalism and Mass Communication. He has more than 7 years of industry experience in retail industry as Visual Merchandiser with companies like Colorplus Fashions Ltd, Globus stores, Max standard stores after completion of graduation in Fashion Communication from NIFT Mumbai. He also has worked in NIFT Bhubaneswar as Assistant Professor from 2016 till 2022.

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# Mr. Dipraj Sinha

**Assistant Professor, Fashion Communication, Jodhpur**

**Area of Teaching and Research** - Visual Merchandising, E-commerce, fashion styling, Fashion material and Production management, Fashion trend studies, Sensory & Virtual experience design.



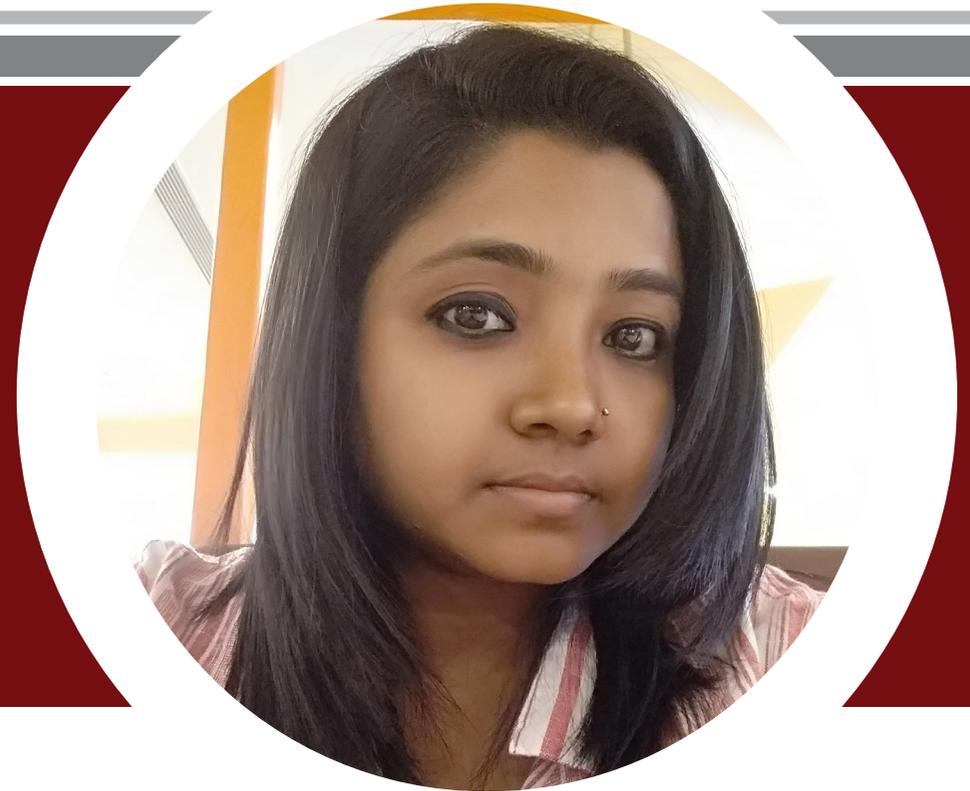
Dipraj Sinha is an Assistant Professor & Regional Industry Coordinator-Jodhpur (RIC) with the Department of B.DES in Fashion communication in NIFT Jodhpur. He is a master of fashion management graduate from NIFT and specializes in Visual Merchandising. He has worked in the industry more than 05 years and has been an academician now. He specializes in Visual Merchandising, Store experience design, Fashion styling, Branding & promotions, fashion marketing & entrepreneurship. He is pursuing Ph.D. From Indian Institute of Technology (IIT) Jodhpur.

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# Ms. Geeti Karmakar

**Assistant Professor, Fashion Communication, Jodhpur**

**Area of Teaching and Research** - Drawing, Art and design aesthetics, Visual Culture, Exhibition and set design, Product Design and Illustration, Product styling, Theoretical & Practical based research



Ms. Geeti Karmakar completed her Bachelors of Visual arts from Rabindra Bharati University (Sculpture) and Masters of Fine Arts Kala Bhavana, Visva Bharati University, Santiniketan (Sculpture). She received Lalit Kala Grand Research Scholarship for the year of 2012-2013. She has also qualified UGC-NET(JRF) in the year of 2014. Now she is pursuing PhD program from Department of Folk Culture studies, University of Hyderabad. She has experience in teaching from Department of Sculpture, Kurukshetra University. Over 10 years of cumulative experience in Art, Sculpture & Creative work. Adept in handling creative designs with allied materials, exploring innovative techniques & methodology in sculptural work, niche specialized execution in weaving with wire and different mediums. She has participated for paper presentation in several National and International seminars and also has publications in journal. Passion for the research and creative engagement brought her to join NIFT in 2022. Her specialised area for teaching are Visual Culture, Storytelling and Narratives, Drawing, Art and Design aesthetics.

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# Dr. Manish Kumar Sharma

**Assistant Professor, Fashion Communication, Jodhpur**

**Title of Dissertation of PhD** - Critical study of the structure and process of media education in Rajasthan

**Area of Teaching and Research** - Journalism for Print and New Media, Design Research, Publication Design, Public Relations & Advertising



Dr. Manish Kumar Sharma is an Assistant Professor with the Department of Fashion Communication at NIFT, Jodhpur. He has Qualified UGC - NET in Mass Communication. He holds Master Degree and PhD in Journalism and Mass Communication from University of Rajasthan. Other than PhD, he has completed his Post graduate Diploma in Science Journalism from Prestigious Makhanlal Chaturvedi National University of Journalism and Mass Communication, Bhopal. And he has done his Bachelor of Science from University of Kota.

He has worked in industry for 9 years as Journalist in established media houses like The Times of India, Web Duniya, Rajasthan Patrika, Hindustan Samachar News Agency. He also has experience as academician for more than 3 years. He specializes in Print Media, Research Design, New Media, Publication, Public Relations & Advertising. He has published several Research Papers in National and International Journal

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# Ms. Priyanka Verma

**Assistant Professor, Fashion Communication, Jodhpur**

**Area of Teaching and Research** - Fashion Forecasting, History of Fashion, Design Methodology, Trend Spotting, Trend Studies, Portfolio Development, Material Studies and Design Fundamentals for Foundation Program.



Priyanka Verma is an Assistant Professor with the Department of Fashion Communication at NIFT Jodhpur. She is a Post Graduate in Textile Design and Graduate in Fashion Design from NIFT Chennai. She has worked in the industry at various sectors including Craft clusters and has been an academician now for 4 years at NIFT. She specializes in the Department of Fashion Design and Fashion Communication.

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# Dr. Ankur Saxena

**Associate Professor, Department of Fashion Technology,  
Jodhpur**

**Title of Dissertation of PhD** - Develop a green manufacturing model for Apparel Industry

**Area of Teaching and Research** - Production Planning and control, Operation Research, Sustainability Studies, Product Development, Business Process re-engineering



Dr. Ankur Saxena is an Associate Professor with the Department of Fashion Technology NIFT Jodhpur. He is a PhD in Sustainability and specializes in Production Planning. He has worked in the industry and has been an academican now for more than 12 years. He specializes in Production Planning and control, Operation Research, Sustainability Studies, Product Development, Business Process re-engineering. He has several publications and book chapters in the area of Sustainability, Apparel Manufacturing Process etc. in various national and international journals and books of high repute.

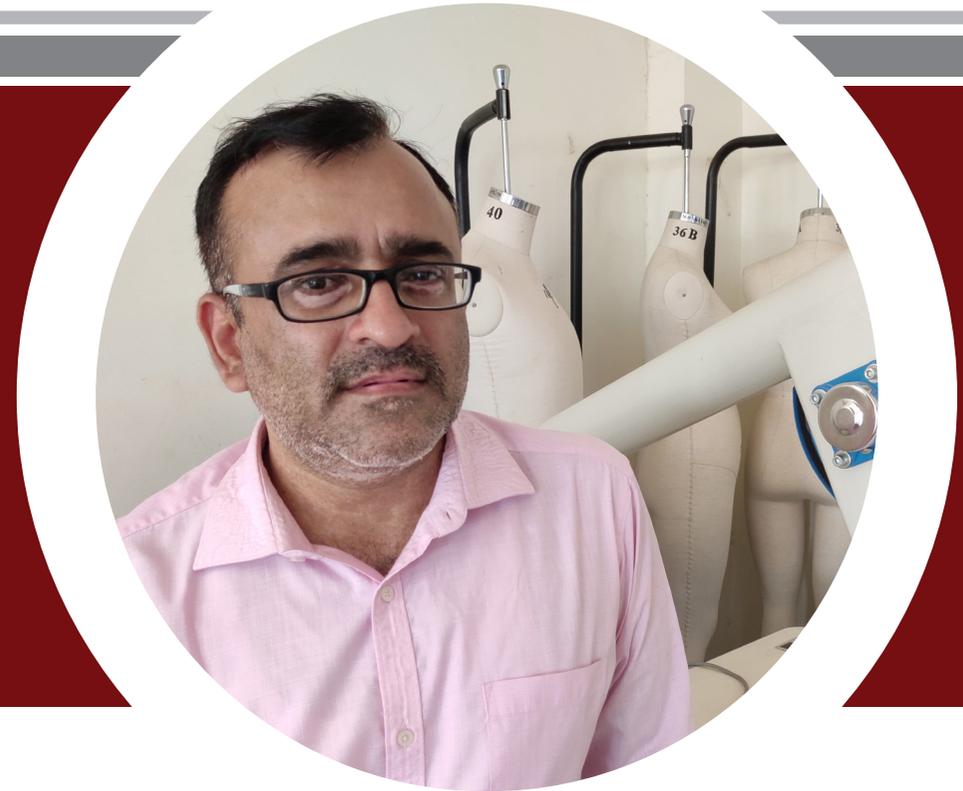
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# Dr. Ishwar Kumar

**Assistant Professor, Department of Fashion Technology,  
Jodhpur**

**Title of Dissertation of PhD** - An economic analysis of employee turnover & engagement and framework designing for productivity improvement of Indian apparel industry.

**Area of Teaching and Research** - Apparel Production Management, Costing, Garment Construction and Quality Management



Dr. Ishwar Kumar is working in the capacity of Assistant Professor with department of Fashion Technology at NIFT Jodhpur. He has joined NIFT in the year 2010 at NIFT Gandhinagar. He has worked with industry for six years and has been a academician now for 11 years. He specializes in Quality Management, Costing, Production Management and Garment Construction. He has published several papers in National Journals and presented paper in various national & International conferences.

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# Dr. Puneet Kumar

**Assistant Professor, Department of Fashion Technology,  
Jodhpur**

**Title of Dissertation of PhD** - Experimental Study of Abrasive Water Jet Machining of Kevlar Epoxy Composite

**Area of Teaching and Research** - Machining of fiber composite and metal, Unconventional machining of composite, Production Planning and control, Product Development.



Dr. Puneet Kumar is an Assistant Professor with the Department of Fashion Technology and the boys hostel in charge in NIFT Jodhpur. He is a PhD in Abrasive water jet machining of fiber composite from NIT Surat .He has more than 4 years teaching experience in reputed institutions. He specializes in AWJM of fiber composite and metal, Production Planning and control, Product Development. He has more than 9 publications and book chapters in the area of Unconventional machining of fiber composite in various national and international journals and books of high repute.

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# Dr. Ruchika Dawar

**Assistant Professor, Fashion Management Studies,  
Jodhpur**

**Title of Dissertation of PhD** - "Dynamics of books marketing of leading publishing houses" (A study of various stake holders in education sector in Uttarakhand).

**Area of Teaching and Research** - Entrepreneurship management, Neuro-Marketing, Consumer and Industrial Buying Behaviour, Marketing research, Marketing Communication, Organizational behaviour & Human Resource Management.



Dr. Ruchika Dawar, with strong academic background, Ph.D. from H.N.B Garhwal University (A Central University) and MBA from IMS, Dehradun. She is having experience of more than 23 years in sales, marketing & teaching and is now associated with NIFT Jodhpur since 2012. Published and presented many papers, posters and case studies at reputed National & International platforms. Her expertise includes: Entrepreneurship management, Neuro-Marketing, Consumer and Industrial Buying Behaviour, Marketing research, Marketing Communication, Organizational behaviour & Human Resource Management.

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## Dr. Yuvraj Garg

**Associate Professor, Department of Fashion Technology,  
Jodhpur**

**Title of Dissertation of PhD** - Mapping awareness, availability, and acceptability of environment-friendly clothing

**Area of Teaching and Research** - E-textiles, Sustainable Marketing, Fashion Circularity, Sustainable Fashion production, Lean Manufacturing, Research Methods, and Ergonomics



Yuvraj Garg (Ph.D.) is an Associate Professor with the Department of Fashion Technology and focuses on interdisciplinary research studies in diverse areas, such as E-textiles, Sustainable Marketing, Fashion Circularity, Sustainable Fashion production, Lean Manufacturing, Research Methods, and Ergonomics. He is a Ph.D. in consumers' perspective for Environment-friendly clothing. He had worked in the fashion industry for 4 years and has been an academican for 14 years. He teaches the subject, such as Lean Manufacturing, Ergonomics, Sustainability, Research Methodology, Sewn Machinery, E-textiles, and Textile Manufacturing. He has several publications for various book chapters, conferences, and journals in interdisciplinary areas.

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# Dr. Divya Vyas

**Assistant Professor, Fashion Management Studies,  
Jodhpur**

**Title of Dissertation of PhD** - E-Retailing in India: Emergence  
Growth and Factors Influencing Customer Purchase Intent

**Area of Teaching and Research** - Marketing, Retailing, Online  
consumer Behaviour, Spirituality and Service Orientation.



Dr. Divya Vyas is working as Assistant Professor with the Department of Fashion Management at NIFT Jodhpur. She is having doctoral degree in area of consumer behaviour study in online Retail. She is having more than fifteen years of work experience with academic institutes IBS Gurgaon, Narsee monjee institute of management studies Mumbai, Amity University and corporate sector as well. She has presented many research articles in national and international conferences and has also published research papers in national and international journals.

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# Dr. Harleen Sahni

**Professor, Fashion Management Studies, Jodhpur**

**Title of Dissertation of PhD** - Analyzing Customer Experience Determinants in Apparel Buying and their impact on Purchase Intentions – A study with specific reference to youth in Gujarat

**Area of Teaching and Research** - Customer Experience Management, Fashion Brand Management, Supply chain Management and Consumer Behaviour, Consumer and brand studies, Green Behaviour, Customer Experience Management



Dr. Harleen Sahni is Professor in Department of Fashion Management Studies, National Institute of Fashion Technology, Jodhpur, India. She holds a PhD degree the area of customer experience management from Faculty of Management Studies & Research, Aligarh Muslim University. She has more than 20 years of experience in academics. Her area of teaching include Customer Experience Management, Fashion Brand Management, Supply chain Management and Consumer Behaviour, She is actively involved in research and has contributed around 37 research papers and 15 case studies in various national and international publications including Emerald Publishing, Bloomsbury Fashion Central, India Case Research Centre, AIMA Journal of Management & Research, IBS, Journal of Global Marketing, Abhigyan and Journal of Marketing & Business Communication. She has participated in many conferences such as IFFTI in London and Los Angeles, TIWC conference in Poznan, PLATE in Nottingham and Finland, ANZAM in New Zealand, UUM-IMBRE in Langkawi, and AIMA in New Delhi. She is a Reviewer for Emerald Emerging Markets Case Studies (EMCS) and Spanish Journal of Marketing (ESIC), Emerald Publishing. Her current areas of research are Green Behaviour and Customer Experience Management.

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# Dr. Mahendra Daiya

**Assistant Professor, Fashion Management Studies,  
Jodhpur**

**Title of Dissertation of PhD** - A study on impact of organized retailing on consumers' buying behavior (Decision making process) and cost of living with special reference to Jodhpur city

**Area of Teaching and Research** - Marketing Management, Retail, Consumer Behavior, Research Methodology, Operations Research, Statistics, Information Technology, Digital Design



Dr. Mahendra Daiya is an assistant professor in Department of Fashion Management Studies, NIFT, Jodhpur. He did his Master's degree in Business Administration with specialization in Marketing & Finance and also completed another Master's degree in commerce. He has qualified NET-JRF in Management and NET in Commerce. He has completed his Doctorate (Ph.D.) in Marketing Specialization in Management stream. He has corporate experience of 2 years as well as more than 13 years of hands-on teaching experience. He has conceptual expertise of Marketing Management, Retail, Consumer Behavior, Research Methodology, Information Technology, Digital Design etc. and well versed in Information Technology tools and techniques like office management applications, designing applications, software, hardware etc. He has also completed certification courses in IT and Excel skills authorized by Macquarie University, Sydney Australia and Rice University, Houston Texas. He has attended and presented many papers in Conferences & Seminars and many papers have been published in National and International Journals. He is the member of Editorial Advisory Board of International Journal of Advance and Innovative Research and Lifetime Member of Center for Education, Growth & Research (CEGR), New Delhi & ISRD (International Society for Research and Development).

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# Dr. Sheetal Soni

**Assistant Professor, Fashion Management Studies,  
Jodhpur**

**Title of Dissertation of PhD** - A comparative analysis of impact of Casue Retaled Marketing and Sales Promoiton on Consumer Attitude & Purchase Intentions in Rajasthan

**Area of Teaching and Research** - Fashion Business Research and Marketing, Consumer Behaviour, Organizational Behaviour, Global Marketing, Strategic Management and Supply Chain.



Dr. Sheetal Soni is an Assistant Professor in the Department of Fashion Management Studies. She is UGC NET-JRF qualified in the area of Management and earned her Doctoral Degree in Marketing. She is in academics from last 12 years and her interest in exploring the diverse needs of Management Education has brought her to join NIFT in the year 2018. Her specialized subject area covers Fashion Marketing, Fashion Business Research, Global Marketing, Organizational Behaviour, Consumer Behaviour, Strategic Management, Supply Chain Management and Creative Thinking Skills. She is Member-Board of Studies for Faculty of Management Studies at Bikaner Technical University (State Government University) Rajasthan. She has several publication in National and International Journals of repute and also authored chapters in books. Her research area includes General Management, Marketing, Consumer Behaviour, Entrepreneurship and other Developmental issues.

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# Dr. Shikha Gupta

**Assistant Professor, Fashion Management Studies,  
Jodhpur**

**Title of Dissertation of PhD** - Impact of Cartoon Shows on Kids and their Influence on the Buying Behaviour of Parents

**Area of Teaching and Research** - Fashion Merchandising, Brand Management, Planning & Buying, Luxury Brand Management, Export Merchandising



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