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### **PROFILE:**

He is currently serving as Assistant Professor at Akal College of Economics, Commerce and Management, Eternal University, Baru Sahib. He received his bachelor's (B.Com) in 2007 and master's (MBA) in 2011 from Himachal Pradesh University and currently pursuing Ph.D (consumer complaining Behavior) from Jaypee University of Information Technology, Wagnaghat. He qualified UGC-NET (Management) in 2013. He teaches to post-graduate and undergraduate students and also guides master's thesis students in the field of Marketing and HR. His research interest includes consumer behavior, service marketing and customer relationship management. With 7+ years of teaching and academic experience, his academic contribution includes 10 publications including research papers, review papers and one book. He has been associated with Eternal University as an Assistant Professor (Management) since August, 2020.