



Name : Dr Monika Sheoran

Designation: Assistant Professor

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Research Interest: Consumer Behavior, Sustainability, Scale Development, Interpretive Structural Modeling, Analytical Hierarchal Process, Fuzzy Analytical Hierarchal Process,

Dr. Monika Sheoran is currently serving as an **Assistant Professor** in the **Department of Business Administration** at **NIT Kurukshetra**. She holds a **Ph.D. in Marketing Management** and an **MBA** from **Malaviya National Institute of Technology (MNIT), Jaipur**. Prior to her tenure at NIT Kurukshetra, she was associated with **Amity Business School, Jaipur**, and has enriched her academic and research journey through engagements at **NMIMS Mumbai** and **IIM Lucknow**.

Dr. Sheoran specializes in **Sustainability and Consumer Behavior**, with a particular emphasis on **innovative and sustainable business practices**. Her scholarly contributions include **10 research publications** in reputed **ABDC- and Scopus-indexed journals**, and she has presented her work at leading academic platforms such as the **PAN-IIM** and **PAN-IIT conferences**.

Complementing her academic credentials, Dr. Sheoran also brings valuable **industry experience** from the **telecommunications sector (Vodafone Mobile Service Ltd. & Reliance Communications)**. She possesses strong methodological expertise in **Interpretive Structural Modeling (ISM)** and the **Analytic Hierarchy Process (AHP)**. Her research is focused on crafting sustainability-oriented strategies within modern management frameworks.

In recognition of her innovative work, she holds **one patent and two copyrights** in the area of **Consumer Behavior**. Recently, she was awarded a prestigious **ICSSR-funded research project (2025)**. At NIT Kurukshetra, Dr. Sheoran actively teaches courses including **Consumer Behavior, Service Marketing, and Product and Brand Management**, contributing significantly to the academic and professional development of her students.

Google Scholar Profile Link: <https://scholar.google.com/citations?user=DlvbopwAAAAJ&hl=en>

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