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She is an organised professional with proven teaching, guidance and counselling skills with more than 7 years of experience at undergraduate and post-graduate level. Her areas of interest include Marketing, Consumer Behavior, and Accountancy. Being a research fanatic, she is actively involved in presenting her research in reputed National and International Conferences. Various research papers authored by her have been published in top Marketing and Business journals.

She is also involved in development of digital content, recording live lectures and planning & implementing dynamic curriculum and study material at secondary and senior secondary level for National Institute of Open Schooling, an autonomous institution of Ministry of HRD, Govt. of India. She has also recorded special lectures on radio under program “Mukh Vidya Vani” for senior secondary students. She has also authored chapters in various books for Graduate students.