


Brief CV

Name	SHANTI J	Gender	FEMALE	
Title (Pro./Dr.)	Prof.	Country	INDIA	
Phone Number		University Email		
University/Department	BANGALORE UNIVERSITY			
Personal Web Sites				
Research Area	Sustainability, Branding			
<p>Brief introduction of your research experience: She has completed her Post Graduate Diploma in Management and graduation in science both of which were awarded with distinction. She is pursuing her PhD in Management in Bangalore University. The research is focused on Environmental Sustainability areas and its relationship with the Brand Equity of the hospitality organizations. Her areas of interests are Marketing Research, Research methodology, Consumer behavior, CSR and Sustainability.</p> <p>Research Published article 'A study on environmental sustainability practices of star hotels in Bangalore' in Asian Journal of Business Ethics (February 2016). Published article CSR Practice towards Responsible Business in International Journal of Business Management and Research (IJBMR). Reviewer for the journal Asian Journal of Business Ethics.</p>				

*******All the columns need to be filled in.**