


Name of teaching Staff	Ms. Kanika Pharasi		
Designation	Assistant Professor		
Department	GSB		
Email Id	<a href="mailto:Kanika.pharasi@tulas.edu.in">Kanika.pharasi@tulas.edu.in</a> Kanika.pharasi23.05@gmail.com		
Specialization/Area of Interest	Human Resource, Marketing and Digital Business		
Academic Qualification	UG	PG	PhD
	<b>BBA, Ims Unison University Dehradun (HUMAN RESOURCE AND MARKETING)</b>	<b>MBA, University of Petroleum and Energy Studies (UPES) (Digital Business)</b>	<b>Pursuing (Uttaranchal University)</b>
Total Experience in Years	Teaching	Industry	Research
	4months	2 MONTHS	NA
No of Papers Published in Journals	NA		
No of Papers Published in Conferences	NA		
No of Book Chapters Published	NA		
Books Published	NA		
Google Scholar Link	<a href="https://scholar.google.com/citations?user=oUKB2_wAAAAJ&amp;hl=en">https://scholar.google.com/citations?user=oUKB2_wAAAAJ&amp;hl=en</a>		
Reserchgate			
Workshop /FDP/Seminar/Conferences	Organised -	Attended	
Projects Investigator	Nil		
Patents	Nil		
Member of Editorial Board			
Papers Reviewed			

Question Papers drafted for Veer Madho Singh Bhandari Uttarakhand Technical University (VMSBUTU)	Nil
MOOC	Nil
Viva of Digital Marketing	
Observer	