



Dr. Taanika Arora is currently working as an Assistant Professor in the area of Marketing. She has been awarded a doctorate degree in the field of commerce with a specialization in marketing from Amity University, Uttar Pradesh. She has research papers in the field of social media advertising which has been published in various Scopus indexed journals. In addition, her research work has been recognized with best paper awards at various national and international conferences. Her key areas of interest are Consumer Behavior, Advertising, Digital Marketing, Student Counselling, and Student Engagement.