

Name: Dr. Divya Alok



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Specialization	International Business and Operations
Designation	Assistant Professor
Educational Qualification	Ph. D, M.B.A (International Business), B.E. (Mechanical)
Experience	Teaching : 12
Research Interest	International Trade and Marketing
Research Publications	1. 'A study on awareness of people towards digital footprint emission' presented a paper at AICTE sponsored conference at Swami Keshwanand Institute of Technology, Management and Gramothhan, Jaipur. ISBN: 978-81-969799-0-4(2024) 2. Published 'Case Study: When Manpower planning goes unplanned' in Madhya Pradesh Journal of Social Science ISSN: 0973-855X (2024) 3. 'Framework of Online Marketing Methods' in Srujan: ISSN 2456-4079 Dr. BRIMs multidisciplinary peer reviewed journal. (2024) 4. Published paper on the topic 'A study on stress management amongst employees in the Information Technology sector' in World Journal of Management and Economics ISSN: 1819-8643. (2023). 5. 'Role of Controversial Marketing in promoting Indian Biographical Movies' Design Engineering - Toronto ISSN No. 0011/9342. (2021) 6. Published paper titled ' COVID 19 and online learning in Postgraduate Management Programme: An Empirical Analysis of Student's Perspective' in North American Business Press - JABE Publication. (2021)
Other Achievements	1. E Diploma in Sustainable Business Strategy from Harvard Business School. 2. Copyright registered on the topic THEORY OF HOLISTIC DEVELOPMENT OF HUMAN PERSONALITY: : A MULTIDIMENSIONAL PERSPECTIVE 3. Completed AICTE's certification program on 'Inculcating Universal Human Values in Technical Education' Certified Innovation Ambassador - Advance, by Institute Innovation Council of the AICTE. 4. ATAL FDP on 'Energy, Sustainability and Climate Change' organized by Mumbai Education Trust's Institute of Management Studies, Mumbai.

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5. Attended Faculty Development Program on 'Global Economic and Geopolitical Dynamics in 2024' by Gokul Global University, Gujarat.
 6. Attended FDP on 'Research Design and Manuscript Preparation' organized by Welingkar Institute of Management Development and Research.