

Faculty Profile



Name: Vanlalhruii Leivang
Teaching Area: Marketing Management, Sales and Distribution Management, Project Management.
Research Interests: Consumer Behaviour, Principles of Management, Human Resource Management.

Education:

- MBA (Marketing and MIS), Indian Institute of Management Rohtak, 2019.
- B.Tech, FCRIT, University of Mumbai.

Professional Experience:

- **Assistant Professor (since 6th February, 2020)**

Publications and Presentations:

- “Impact of Service Quality and Customer Satisfaction in Private Hospitals: A Comparison”, International Journal of Research and Analytical Reviews (IJRAR), Volume 10, Issue 1, January 2023, E-ISSN 2348-1269, P-ISSN 2349-5138, 105-115.
- “The Influence of Demographic Characteristics on Price Sensitivity: A Study”, International Journal of Scientific Development and Research (IJSDR), Volume 8, Issue 6, June 2023, ISSN: 2455-2631, 723 – 727.
- “Relation of Emotional Intelligence and Academic Performance in College Students: The Moderating Role of Gender”, International Journal of All Research Education and Scientific Methods (IJARESM), ISSN: 2455-6211, Volume 11, Issue 10, October-2023, 1762-1769.
- “The Influence of Marketing Mix on Consumer Buying Decisions in the context of Fast-Moving Consumer Goods”, International Journal for Multidisciplinary Research (IJFMR), E-ISSN: 2582-2160, Volume 6, Issue 1, January-February 2024, 1-7.
- Paper presented at 6th Annual Conference of North East India Commerce and Management Association (NEICMA) & Two-Day International Seminar on “Sustainable Development: Business Policy & Management Practices” held at Shillong College on 5th and 6th May, 2023. Paper titled “An Empirical Study on the Impact of Service Quality and Customer Satisfaction in Private Hospitals”.
- Presented at 1st International Conference on Economics and Public Policy (ICEP-1) held at Indian Institute of Management Shillong on 30th September and 1st October, 2023. Paper titled “Relation of Emotional Intelligence and Academic Performance in College Students: The Moderating Role of Gender”.

- 9th PAN IIM World Management Conference on Entrepreneurial Innovation and Digital Governance for Inclusive and Sustainable Growth held at Indian Institute of Management Sambalpur on 22nd to 24th January, 2024. Paper presented titled “The Influence of Marketing Mix on Consumer Buying Decisions in the context of FMCG”.
- Two-day International Conference on India a \$5 Trillion Economy: Challenges and Gateways held at PSIT College of Higher Education, Kanpur on 23rd and 24th February, 2024. Paper presented titled “The Influence of Demographic Characteristics on Price Sensitivity: A Study”.