



Dr. Prama Vishnoi

Education

- 2024 (awarded)** **Ph.D.**
Faculty of Management Studies, University of Delhi - India
- 2010 - 2012** **M.Com**
Ramjas College, University of Delhi - India
- 2007 - 2010** **B.Com(H)**
IP College For Women, University of Delhi - India

Work History

- Jan 2014 -** **Assistant Professor (Department of Commerce)**
Current *Keshav Mahavidyalaya, University of Delhi, India*
- Sept 2013 –** **Assistant Professor (Department of Commerce)**
Dec 2013 *IP College for Women, University of Delhi, India*

Publications

- Vohra, A., & Vishnoi, P. (2023). Environmental consciousness and sustainability for urban BoP consumers in India. In *Marketing to the Poor* (pp. 72-93). Routledge India.
- Vishnoi, P., Bhardwaj, N., & Vohra, A. (2022). Marketing at the bottom of the pyramid: Literature review and future research agenda. *International Journal of Consumer Studies*, 46(5), 1517-1536. (ABDC-A Category, Impact factor: 8.6)

Conference Presentations

- Presented a paper titled "Purposefully Serving Bottom of the Pyramid through Innovation" at the 8th Pan-IIM World Management Conference during December 16-18, 2021, organized by IIM Kozhikode, Kerala.
- Presented a paper titled "A Survey Based Investigation to Assess the Awareness about Sustainable Consumption Behavior in BoP Consumers of Delhi-NCR" at the 5th Biennial International Conference, Sri Guru Gobind Singh College of Commerce, University of Delhi on March 6-7, 2020.
- Presented a paper titled "Role of Branding on Decision-Making Process of Indian Rural Consumers" in "Driving Marketing Excellence through Experiences in Emerging Economies, EMCB 2019" at IMT Ghaziabad on January 6-8, 2019.