

**Dr. Laishram Priyadarshini**

Assistant Professor, SOM

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Contact No. 8884056543

Education

PhD (2024) – St. Xavier’s University, Kolkata

Thesis titled “Green Practices in the service sector: An investigation of West Bengal MSMEs”

MBA (2008) – ICFAI Business School, Hyderabad

BE (2005) – MIT, Manipal, Karnataka

Key Skills

1. Domain knowledge of business management concepts with marketing as specialization.
2. Creating engaging lectures with classroom discussions and activities.
3. Mentoring students and assisting in soft skill development.
4. Course designing.

Background

Joined GSFC University in June 2025

Scholarship and Accomplishments

Dr. Laishram Priyadarshini has 7+ years of work experience in both corporate and academics. She has worked in Tech Mahindra in the telecom sector and has taught management subjects in institutions like Bhartiya Vidya Bhavan Institute of Management Science, Kolkata and St. Xavier’s University, Kolkata.

She is UGC NET qualified. She completed her Ph.D. from St. Xavier’s University, Kolkata. Her research interest is in sustainability with special focus on the service sector MSMEs which constitute major contributor of the economy.

She obtained Sadasiva Award (topper of school, 1997). She is 8th rank holder in 10th board examination in 1999 (Board of Secondary Education, Manipur). She received Child Scientist Award (National Children’s Science Congress, 1997).

Most Three Notable Publications

1. (2024) "Greening MSME service firms: A study of green practices adoption and the mediating role of green culture using PLSSEM approach", Parikalpana - KIIT Journal of Management, Vol. 20.1, June-2024, ISSN(P): 0974-2808; ISSN: 2582-4821.
2. (2023) "Exploring smaller service firms 'Green practices: A Literature Review", International Journal of Creative Research thoughts(ijcrt.org), volume 11, issue 8, ISSN: 2320-2882
3. (July-December 2020) "Sustainable and Recovery Imperative of Covid-19: Challenges and responses by the Hospitality Industry" Volume 6, Issue 2, page no: 39 (ISSN No 2349-2090): THE INDIAN MANAGEMENT RESEARCHER (A Bi-annual Journal from GITAM Hyderabad Business School, GITAM