

Dr. Dhanashree Potey is an Associate Professor at Rizvi Institute of Management Studies, RIMSRS. She is a management educator and her areas of interest are marketing management, consumer behaviour, service marketing and marketing models and analytics. Her PhD work is in the area of service enterprises in India in reference to the information technology enabled services sector. The highlight of the thesis work was, in the unique economic habitat that enabled the Indian IT and ITES sector to make its mark globally. The three parameters studied were growth performances, performances of the enterprises and agglomeration and clusterisation. She has published her research work in international and national journals.

She holds a PhD degree from IIT Bombay and Masters in Management Studies from Narsee Monjee Institute of Management Studies. She has undergone certifications in the areas of, quality excellence from IMC Ramkrishna Bajaj National Quality Awards (RBNQA) and entrepreneurship from Indian School of Business.

She has worked in number of Indian Organisations to name a few Aptech Ltd (Apple Industries Ltd), Business Standard Newspaper (Anand Bazar Patrika) and Hanmer and Partner Pvt Ltd (Marketing, Advertising and PR Consultants). On academic front while working for Indian Organisations, she balanced her work with her passion for teaching MBA students in the area of marketing management as a visiting faculty from 1993 across Indian Management Institutes in Mumbai & Vizag and as full-time faculty since 2004.

She is involved with Indian Merchants Chamber (IMC) as an auditor for the Ramkrishna Bajaj National Quality Awards which recognises performance excellence in the Indian Organisations. The IMC RBNQA enjoys the stature of being one of India's most prestigious quality awards. Every year she has conducted marketing events and seminars by inviting eminent resource persons from Industry and academia while equipping her students with the latest developments in the field of marketing.