

My objective in pursuing a PhD in Marketing is to contribute to the field by developing effective and creative marketing campaigns. I am Curious for Learning and discovering new knowledge and experiences in general and also passion to learn about consumer behavior and insights, effective marketing strategies and consumer needs and preferences .I believe that learning does not end with a degree or a certificate, but it is a continuing process in one's career and life, and that challenges are opportunities for learning and can lead to personal and professional growth. I also, believe that balance in life is very and it requires strong organizational skills , self-discipline and Time Management .