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Dr. Ashish Adholiya, is right now an Assistant Professor at Pacific Institute of Management, PAHER University, Udaipur, completed his Ph.D. in the area of Database Flexibility from JRN Rajasthan Vidyapeeth (Deemed to be University, NAAC–A Grade). Has a total experience of 13 years in academics and 3 years of IT sector. He has authored 20 research articles for international journals and 23 for national journals with impact factor. He has been conducting Management Development Program to various organizations like IOC. He is managing editor of two national journals published by Pacific University, Udaipur since last 4 years. His area of specialization is Research Methodology, Database Management, Advertising Management, Consumer Behavior and Market Research.

Research Gate Link: <https://www.researchgate.net/profile/Ashish-Adholiya>

Google Scholar Link: <https://scholar.google.co.in/citations?user=SivJnpsAAAAJ&hl=hi>