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Presently working as a Program manager and faculty member at Majan College (University College), Muscat, Sultanate of Oman. She has a mixed experience of more than a decade in teaching, research and consultancy. This includes working on the projects in Parle, Coke, Neptune India Ltd, Speedway food & Beverages etc and having a short stint with IIM, Ahmedabad. She has been on the teaching assignment in East Europe, Middle East, South East Asia and North East Africa. She has been an extensive traveler and has been to various countries by virtue of the consultancy and research projects. She has almost 40 publications both at the international and national level in various conferences, journals, book chapters and seminars. Presently she is serving as the editor in chief, board and advisory member for various journals, Marketing organizations and conferences. Areas of expertise are consumer behavior in services, corporate social responsibility and use of IT in management. She has given keynote speeches and presented papers in various tourism, marketing and innovation conferences in India and abroad.

Veena Tewari Nandi is a life member of CEEMAN (International Management Development Association) IEDRC (International Economics Development Centre), International Institute of marketing Professionals, IAENG, editor in chief for International journal of knowledge and research in management & ecommerce, reviewer for International journal of Management, Innovation & Technology, IJITBM International Journal of information technology & Business management, International journal of computer research and application, IICAR, Journal of Management & Science, Journal of consumerism, Society, Anne Mary Publications, David Publishing House. She has organized various conferences and seminars for an effective industry institute interface. She is a pass out from the prestigious College of Miranda House, Delhi University and GGS Indraprastha University.

