

Dr. Sonreet Kaur is an accomplished educator, researcher, and academic leader with over 15 years of experience in higher education in Canada and India. She currently serves as Assistant Professor in the Master of Management Program at the University of Niagara Falls Canada, where she teaches Marketing Management, Research Methodology, and Technology Skills Development, and contributes to academic leadership as Course Lead for Research and Skill Technology Development and Deputy Chair of the Capstone Projects Steering Committee. She holds PhD in Business Administration with specialization in Marketing from Punjab Agricultural University, India, along with an MPhil, Master of Commerce, Bachelor of Education, and Bachelor of Commerce. Her academic and professional expertise spans marketing, business management, international business, consumer behavior, online retailing, digital marketing, and e-business transformation. Dr. Kaur has taught at several higher-education institutions in Canada and India, including Algoma University, Toronto School of Management, Stanford College, Master Tara Singh College, Khalsa College for Women, and Guru Nanak Girls College. Her teaching philosophy emphasizes interactive learning, critical thinking, and the practical application of business concepts in diverse educational settings. She has published more than 10 research papers in peer-reviewed international journals and has contributed book chapters on business management, CRM, and online retailing. Her recent book, *Global Business: Navigating the World of International Business* (2025), further reflects her scholarly focus on global markets and contemporary business dynamics. She is also recognized for academic leadership and teaching excellence, including the Best Teacher Award and professional recognition through Chartered Managers Canada and Riipen. Areas of Specialization: Marketing Management, Consumer Behavior, Digital Marketing, Online Retailing, International Business, Research Methods.