

**Sabina Sethi, PhD**

**Qualification:** M. Sc. Textile & Clothing, University of Delhi; PhD, University of Delhi

**Nature of Appointment:** Permanent

**Area of interest:** Marketing Research, Fashion Retailing and Merchandising, Life cycle assessment, Sustainable Extraction, characterization and application of fibers from natural sources, Apparel and Textile design and Traditional Textiles

Sabina Sethi , PhD, is Professor in the Department of Fabric and Apparel Science. She is an esteemed academician with a combined teaching and research experience of over 27 years. She has also done Post graduate diploma in Sales and Marketing Management from All India Management Association (A.I.M.A.). She has led pivotal research in a collaborative project with N.I.T.R.A., backed by the Ministry of Textiles. Her innovative work resulted in the development of a prototype utilizing ultrasonic energy for textile processing. Dr. Sethi's scholarly contributions are well-documented with several publications in peer-reviewed and Scopus indexed journals. She has guided more than 25 post graduate and doctoral students (a few ongoing) for their research. Her expertise extends to curriculum development for esteemed institutions like Delhi University and the National Institute of Open Learning (NIOS) and many others. She also serves on the Board of Studies of several esteemed universities. She has delivered several invited lectures at seminars, conferences, workshops and other forums.