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Dr. Sahil Chouhan is a dedicated academician, researcher, and management professional specializing in Marketing Management, Supply Chain Management, Digital Transformation, and Sustainable Development. He earned his Ph.D. in Marketing Management from the Central University of Jammu, with doctoral research focusing on Digital Transformation in Agriculture Supply Chains: Empirical Evidences from Adarsh Grams. He also holds an MBA in Finance and Marketing and has qualified the UGC-NET in Management Studies twice (2020 and 2023). Dr. Chouhan has established a strong research profile with more than 15 research publications in Scopus, ABDC-listed and peer-reviewed journals covering digital transformation, agricultural supply chains, sustainability, social media marketing, consumer behavior, and digital technologies. He has authored book chapters and contributed significantly to contemporary management literature. An active participant in the global research community, he has presented more than 20 research papers at national and international conferences held in India, Turkey, Kenya, Bangladesh, and other academic forums. His research excellence has been recognized through the Best Paper Awards. His academic interests include Digital Transformation, Supply Chain Management, Marketing Analytics, Sustainable Agriculture, Consumer Behaviour, and Technology Adoption. Dr. Chouhan is committed to high-quality research, teaching excellence, and contributing to innovative solutions for business and societal development.