



Raihana Nira

Academic Research Associate

Raihana Nira is a Ph.D. student in Hospitality Management at the University of Mississippi. She holds a BBA, an MBA in Accounting and Information Systems, and an MS in Food and Nutrition Services. She also earned the Certification in Hotel Industry Analytics (CHIA), supporting her strengths in data-driven hospitality research.

Her work focuses on hospitality technology and consumer behavior, with an emphasis on how digital innovations influence guest experiences, service quality, and decision-making. She brings a multidisciplinary background that blends business, food service, and hospitality to better understand consumer needs and industry trends.

In her free time, she enjoys gardening, watching movies, and traveling.