

Faculty Profile

Name: **Aditi Sarkar**
Designation: Research Scholar
Teaching Areas: Marketing
Research Interests: Service Failure
Consumer Behaviour
Education: Ph.D. (Pursuing), IFHE, 2012
M.Sc., Utkal University, 2008



Professional Experience (4 Years)

1. Since 2009: IFHE, IBS Hyderabad
2. 2008-2009: Indian Institute of Chemical Biology, Kolkata

Research / Selected Publications

1. Balaji, MS., and Sarkar, A., "Does Successful Recovery Mitigate Failure Severity? A Study of the Behavioral Outcomes in Indian Context," *International Journal of Emerging Markets*, (8:1), 2012, pp 13-32.