

Faculty Profile

Name: **Rishi Dwesar**
Designation: Assistant Professor
Teaching Areas: Digital Advertising
Customer Relationship Management
Advertising
Brand Management
PhD Thesis area: Online Word of Mouth
Consumer Skepticism
Advertising
Education: PhD IFHE 2014
Post Graduate Diploma in Export Marketing, Kurukshetra University, 2007



Professional Experience (9 Years)

1. Since 2009: IFHE, IBS Hyderabad
2. 2016: Institute for Customer Relationship Management (iCRM), Kuala Lumpur
3. 2009: Bounce Design & Communication, Gurgaon
4. 2006-2007: Hero Honda, Chandigarh

Research/Selected Publications

1. Rishi Dwesar and Ankit Kesharwani, (2016), "Website content adaptation as a response to cultural differences: A study of US and Indian versions of US corporate websites," *Journal of Cultural Marketing Strategy* 1, 2, 207-218.
2. Rishi Dwesar & Indira Perepu, (2015), "HUL's Mobile Radio Service - Connecting with Customers in Media-Dark Locations," ICMR. Listed on The Case Centre, Reference No. 515-226-1 & Teaching note Reference No.515-226-8
3. Rishi Dwesar and Venu Gopal Rao, (2014), "The Skeptic Consumer: Is information Presented through Advertisement and Online Reviews Perceived Differently?," *Asia Pacific Marketing Review*, 3, 1, 19-29
4. Rishi Dwesar (2011), DLF Ltd.: India's Leading Real Estate Company in Trouble , Case Folio, 49-73. Listed on The Case Centre, Reference No. 310-255-1 & Teaching note Reference No. 310-255-8
5. Rishi Dwesar (2011), "Bharti Airtel Ltd. Going Global, Case Folio, 7-32. Listed on The Case Center, Reference No.311-051-1& Teaching note Reference No. 311-051-8