

Faculty Profile

Name: **Sweta Singh**
Designation: Assistant Professor
Teaching Areas: Marketing
PhD Thesis area: Consumer Behaviour
Education: Ph.D., IFHE, 2017
MBA, IBS Kolkata, 2008



Professional Experience (4 Years)

1. Since 2010 : IFHE, IBS Hyderabad
2. 2009 - 2010: Future Generali, Kolkata
3. 2008 -2009: Reliance Money, Kolkata

Conference Proceedings:

- 1) Singh. S., Rao. Venu Gopal and Sreejesh. S (2015), "Examining Brand Bundling as a New Product Introduction Strategy: the Role of Self-Congruity and Functional Congruity". Proceedings of the 6th IIMA Conference on Marketing in Emerging Economies, IIMA, Ahmedabad, pp.585-593.
- 2) Singh. S. and Roy. S (2012), " , "Children in Indian Advertisements: A Comparative Study of Three Decades". Paper presented at the 5th IBA International Conference: Locating Thought Currents and Thought Leadership in Business Governance and Society, IBA, Bangalore.