

Name: Mrs Sneha Mishra

Specialisation: Marketing

BATCH – 2019

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Qualification/Degrees – MBA (Marketing/HR), BSc Biotechnology

Research Areas: Cause related Marketing, consumer behaviour, CSR

Thesis Abstract: NA

Significant Publications/Working Papers: NA

Conference Proceedings: NA

Professional Appointments:–



Thakur Institute of Management Studies and Research, Mumbai	Assistant Professor -Marketing	May-2017 to December-2019
XLRI School of Management, Jamshedpur	Academic Associate - Marketing	September-2015 to January-2016
XLRI School of Management, Jamshedpur	Research Associate -Marketing	September-2014 to August-2015
Mahendra Institute of Management Studies and Research, Bhubaneshwar	Assistant Professor -Marketing	August-2011 to August 2014