



NEHA VYAS

Overview: Being extremely passionate for academia from a young age, pursuing the FPR programme was the right step forward for me. Managing a start-up in the recent two years alongside my father further excited me to learn more about marketing and research. The journey so far at SPJIMR has been extremely enriching and full of learning.

Area of specialization:
Marketing Management

Year of joining the programme: 2021

Email: fpm21.neha@spjirm.org

Educational background: Masters in Commerce, NET Qualified.

Research interest: Social Media Marketing

Professional appointments/ Work experience:

Over 3 years of articleship experience in a consultancy firm specialized in providing services in the field of indirect taxation. Co-founder and Professor at a startup providing Private Coaching Services to Commerce and CA Students.

Publications and working papers: NA

Conference presentations: NA

Brown Bag/ Research Seminar presentations: NA

Achievements: NA