



Deepshika Sharma

Overview:

An ardent FPM Scholar with an inquisitive nature to research in the domain of marketing and things of interest in general.

Area of specialisation: Marketing

Year of joining the programme: 2023

Email: fpm23.deepshika@spjimr.org

Educational background:

- MBA (Finance & Marketing), University of Rajasthan
- B.Com. (ABST), Maharaja Ganga Singh University, Bikaner

Research interest: Marketing Strategy, Influencer Marketing, Social Media Marketing

Professional appointments/ Work experience:

- Assistant Professor, Marketing – Thakur Institute of Management & Research, Mumbai (July 22 – July 23)
- Associate, S&P Global Market Intelligence, Ahmedabad (Jun 19 – May 22)

Publications and working papers:

- Published “Influencer Marketing: The modern trend creating a new horizon of virtual opportunities” in ABDC “C” Category Journal (Korea Review of International Studies)
- Published “A study on Consumer’s perception towards podcasting & its effectiveness as a Digital Education Tool” in UGC Care I Journal

Conference presentations:

- Presented the paper “A study on Consumer’s perception towards podcasting & its effectiveness as a Digital Education Tool” in 3rd International Conference-MASK in association with CIMA organised by SRM Chennai, 2023

Brown Bag/ Research Seminar presentations:
Nil

Achievements:

Qualified UGC Net Management Dec 2019