

Faculty Profile

Name: **Devika Vashisht**
Designation: Research Scholar
Teaching Areas: Marketing
Advertising
PhD Thesis area: Advergaming and Brand Placements
Education: Ph.D. (Pursuing), IFHE, 2010
MBA, Icfai University Dehradun, 2009
B.Sc., Mysore University, 2007



Professional Experience (3 Years)

1. Since 2010 : IFHE, IBS Hyderabad
2. 2009: Gulbarga University, India
3. 2009 – 2010: HDFC Bank, India

Research/Selected Publications

1. Vashisht, D., "Impact of Firm Level Variables on Firm Sales with Reference to Liberalization Effect and Order of Entry Phenomenon," *7th SIMSR Asia Conference Proceedings*, 2012.
2. Vashisht, D., "Firm Level Variables' Impact on Sales," *4th IFIM International Conference Proceedings*, 2012.