

## Faculty Profile

Name: **Rishi Dwesar**  
Designation: Research Scholar  
Teaching Areas: Advertising  
Brand Management  
PhD Thesis area: Social Media  
Traditional Advertising  
Education: MBA, Icfai University Dehradun, 2009  
Post Graduate Diploma in Export Marketing, Kurukshetra University, 2007



### Professional Experience (6 Years)

1. Since 2009: IFHE, IBS Hyderabad
2. 2009: Bounce Design & Communication, Gurgaon
3. 2006-2007: Hero Honda, Chandigarh

### Research/Selected Publications

1. Dwesar, R., "DLF Ltd.: India's Leading Real Estate Company in Trouble," *Case Folio*, February 2011, pp 7-32.
2. Dwesar, R., "Bharti Airtel Ltd. Going Global," *Case Folio*, February 2012, pp 49-73.