

Faculty Profile

Name: **Rashmita Saran**
Designation: Research Scholar
Teaching Areas: Marketing, Statistics
PhD Thesis area: Brand Switching and Brand Experience
Education: Ph.D. (Pursuing), IFHE, 2009



Professional Experience (8 Years)

1. Since 2009: IFHE, IBS Hyderabad
2. 2008-2009: Hunt Jobs Pvt Ltd, India
3. 2007- 2008: ICICI Prudential Life Insurance, India
4. 2004-2005: Helix Consultancy Pvt. Ltd, India