

Faculty Profile

Name: Dr. Monika Kothari

Designation: Assistant Professor

Teaching Areas: Marketing Management
International Marketing
Digital Marketing
Brand Management

Research Interests: Self-Constructual
Platform based business models
Persuasion Models
Socio- cultural aspect of Consumption

Education: PhD in Management (2005), Mohan Lal Sukhadia University, Udaipur, India
NET, JRF (2005) Management, UGC, New Delhi, SLET (2005) Management by Rajasthan Public Service Commission
MBA in Marketing (2002), Faculty of Management Studies (FMS), Mohanlal Sukhadia University, Udaipur, India
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Research/Selected Publication:

1. Krishnan, Ramesh and Kothari, Monika (2009), 'Involvement Constructs and Paths to Persuasion Models in Decision Making by a Retail Buyer', ICFAI University Journal of Marketing management', Vol. VIII, No.3&4, August and November, pp. 56-73
2. Krishnan, Ramesh and Monika Kothari (2008), "Antecedents of Customer Relationships in the Telecommunication Sector: An Empirical Study", ICFAI University Journal of Services Marketing, Vol. 6, No. 3, pp. 38-59, September
3. Kothari, Monika (2007), "Efficient Inventory Management at Taj: A Source of Competitive Advantage", ICFAI Reader, April, Vol. X, Issue -04.
4. Kothari, Monika (2006), "India's Exports: an Assessment of Future Prospects and its Power Potential", Prabandh, Management Journal of FMS, Udaipur, June 2006