

Faculty Profile

Name: Dr. Sweta Singh
Designation: Assistant Professor
Teaching Areas: Marketing
Research Interests: Consumer Behaviour
Education: PhD IFHE, 2017
MBA, IBS Kolkata, 2008



Research/Selected Publication:

1. Girish, G. P., & Singh, S. (2021, December). Role of Renewable Energy in India's Energy Basket. In IOP Conference Series: Earth and Environmental Science (Vol. 927, No. 1, p. 012045). IOP Publishing. (Scopus)
2. Sweta Singh, Rao, V.G (2017). "Brand Bundling as a New Product Introduction Strategy: A Conceptual Framework," Indian Journal of Marketing, Vol 47, Issue 7, pp.35-46 (Scopus)
3. Singh, S. (2015). The Impact of Marketing Variables on Business Performance: An Analysis of FMCG, Consumer Durables and Textile Industries. IUP Journal of Business Strategy, 12(2), 54.
4. Singh S, Rao V.G. and Sreejesh S (2015). "Examining Brand Bundling as a New Product Introduction Strategy: The role of Self – Congruity and Functional Congruity," Proceedings of the 6th IIMA Conference on Marketing in Emerging Economies, IIMA, pp 585-593
5. Singh. S. and Roy. S (2012), "Children in Indian Advertisements: A Comparative Study of Three Decades," Paper Presented at the 5th IBA International Conference: Locating Thought Currents and Thought Leadership in Business Governance and Society, IBA, Bangalore.