

Faculty Profile

Name	:	Rashi Singhal 
Designation	:	Assistant Professor
Department/School/Special Centre	:	School of Business Management
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Qualifications	:	MBA, M.Com, UGC-NET(Management)
Areas of Teaching Interest	:	Marketing and Economics
Areas of Research Interest/Specialization	:	Marketing
Experience	:	18 Years
Awards & Honours	:	N.A.
International Collaboration/Consultancy	:	N.A.
Best Peer Reviewed Publications (upto 5)	:	<ol style="list-style-type: none"> 1) Authored a research paper published in International Journal of Advance Research Foundation entitled "New Queen of the market-A study on growing power and influence of women consumers in India", Volume 3, Issue 5, May2016 2) Authored a research paper published in International Journal of Advance Research Foundation entitled "E-Marketing- Growth and

		<p>Challenges in Indian perspective”, Volume 3, Issue7, July 2016</p> <p>3) Co-Authored a research paper published in Management Research and Innovation entitled “ Celebrity Endorsement: A new outlook for promotion”, ISBN 978-93-86608-58-1, 2018, published by Bharti Publications, New Delhi.</p> <p>4) Co-Authored a research paper published in Excel Book entitled “ Business Model For Small Farmers and SME’s: Value Addition Through Emerging Business Models”.</p>
Recent Peer Reviewed Journals/Books (upto 3)	:	N.A.