

Faculty Profile

Name: Dr. Rashmita Saran

Designation: Assistant Professor

Teaching Areas: Marketing Management, Business Statistic
Business Research Method
Entrepreneurship and Family Business Management
Strategic Brand Management

Research Interests: Brand Switching Models
Brand Experience

Education: Ph.D. (2016), IFHE Hyderabad
M.Phil (2010), ICFAI University Tripura
MBA (2007), Biju Patnaik University of Technology,
Orissa
BSc (2003), Sambalpur University, Orissa



Research/Selected Publication:

1. Saran., Roy, S., and Sethuraman, R. (2016), "Personality and Fashion Consumption: A Conceptual Framework in the Indian Context," *Journal of Fashion Marketing and Management*, 20, 2, 157-176.
2. Roy, S., Sethuraman, R., and Saran, S. (2016), "The Effect of Demographic and Personality Characteristics on Fashion Shopping Proneness: A study of the Indian Market," *International Journal of Retail & Distribution Management*, 44, 4, 426-447.
3. Saran, R., & Swamy, R. J. R. (2018), "A Research on a Comparative Study of Some Brand Switching Models in Marketing", *Indian Journal of Marketing*, 48, 3, 17-32.