Faculty Profile

Name: Dr. Rishi Dwesar

Designation: Associate Professor

Teaching Areas: Digital Advertising

Customer Relationship Management

Advertising

Brand Management

Research Interests: Online Word of Mouth Consumer

Skepticism Advertising

Education: PhD, IFHE, 2014

MBA, IBS, 2009

Post Graduate Diploma in Export Marketing,
Kurukshetra University, 2007

Research/Selected Publication:

1. Dwesar, Rishi. and Sahoo, D. (2022), "Does Service Failure Criticality Affect Global Travelers' Service Evaluations? An Empirical Analysis of Online Reviews", Management Decision, Vol. 60 No. 2, pp. 426-448. https://doi.org/10.1108/MD-01-2020-0107

2. Dwesar, Rishi. and Kashyap, R. (2022). IOT in Marketing: Current Applications and Future Opportunities. Internet of Things and Its Applications, 539-553.

3. Kashyap, R., and Dwesar, Rishi. (2021). Artificial Intelligence in Marketing. In Artificial Intelligence and Machine Learning in Business Management (pp. 1-14). CRC Press.

4. Dwesar, Rishi; Singh, G. and Kumar, S. (2020), "Uber's Bumpy Ride in China", The CASE Journal, Vol. 16 No. 2, pp. 185-214. https://doi.org/10.1108/TCJ-03-2018-0040

5. Dwesar Rishi and Singh, G (2018), "GoPro: The Disruptive Innovator Faces Challenges", Ivey Publications, UK, https://hbsp.harvard.edu/product/W18458-PDF-ENG