



SNEHA MISHRA

Overview:

An open-minded researcher with a deep understanding of my surroundings where adaptability is my strength. An academician by choice and a quick learner. Books and podcasts are my friends. A team player and want to make the most out of my FPM journey.

Area of specialization: Marketing

Year of joining the programme: 2019

Email: fpm19.sneha@spjimr.org

Educational background: MBA (Marketing and HR), BSc (Biotechnology)

Research interest: Artificial Intelligence, B2B, B2C, D2C brands, Cause Related Marketing

Professional appointments/ Work experience: 8 years of Teaching, 2 years of Academic And Research Associate

Publications and working papers:

Conference presentations: 20th AIMS Conference, IIM K and INDAM 2023, NMIMS, Mumbai

Brown Bag/ Research Seminar presentations:

Achievements: