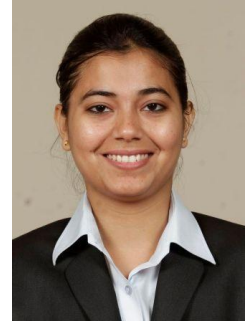


FPM – Batch 2016



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Participant Profile

Academic Qualification:

- Post Graduate Diploma in Management, Chandragupt Institute of Management Patna, 2016.
- Bachelor of Commerce: Patna Women's College, 2014

Research Interest:

- Service Marketing
- Retail Management
- Consumer Behavior

Publications and Conference Attended:

- Presented research paper titled “Co-Creation for Sustainability” at International Conference on Sustainability and Business, Indian Institute of Management Calcutta, Jan 2018.
- Presented research paper titled “Fair Value Accounting – The Emerging Trend” at 5th Biennial Conference of India Academy of Management (INDAM), Indian Institute of Management Indore, Dec 2017.

- Presented research paper titled “A study on the Analysis of Mortgage Loan Approval with Customer Segmentation” at International Conference of Marketing and Economics, Colombo, SriLanka , Feb 2016.
- Article published in MARKATHON, The Marketing Magazine of IIM Shillong, Jan 2016
- Acceptance of Abstract at AddMark- 2015, International Conference on Social Media, SEO & Marketing Strategies, Valencia, Spain, Nov 2015.

Workshop / Doctoral Summer School Attended:

- Doctoral Summer School conducted by Indian Institute of Management Ahmedabad in the Qualitative Track, June 2017.
- Workshop on World Bank Open Data Initiative, August 2014