

**NAME: MUDITA MISHRA**

**DESIGNATION: ASSISTANT PROFESSOR, SIMC**

**QUALIFICATIONS:**

<b>UGC NET</b>	2012, NEW DELHI
<b>PGDBM (eqv. To MBA, approved by AICTE)</b> New Delhi	2008, NIILM-CMS,
<b>BBA</b> Ahilya Vishwa Vidyalaya, Indore	2005, PIMR, Devi

**ROLE AT SIMC**

Teaching Marketing subjects in MBA (Media and Communication) programme, handling the PR-Cohort for SIMC

**WORK EXPERIENCE**

**Since January 16, 2017**

Assistant Professor, Symbiosis Institute of Media and Communication, Symbiosis International University, Pune

**July 2014 to January 2017**

Worked as a business consultant and business development partner at Atharva consultancy Limited(freelance). Also worked as a freelance content writer in a variety of outsourced projects for e-commerce and travel sector.

**July 2011 to July 2014**

Assistant Professor, Amity School of Communication, Amity University, Noida, for the subjects of Marketing Management, Consumer Behaviour, Research Methodology, Quantitative Techniques and Entrepreneurship . Also worked as the programme Coordinator for MBA programme & as a member of Internal Quality Assurance Cell.

**March 2010 to May 2011**

Assistant Professor, Sanghvi Innovative Academy, Indore, for the subjects of Management Principles and Practices, Advertising and Brand Management, Research Methodology

### **July 2009 to March 2010**

Lecturer, Emerald Heights International School, Indore, for the subjects of Statistics and Entrepreneurship

### **June 2008 to May 2009**

Assistant Manager, Business Development and CRM, Spencer's Retail Limited, Mumbai. Retail operations handled briefly while at Hyderabad and Baroda. Responsible for selling retail space.

### **RESEARCH PUBLICATIONS**

1. **Ethics in Academics – A discussion on the prevailing ethical dilemmas in the field of academics.**  
(NSB Journal, Delhi, 2011)
2. **The effect of R & D shown in television advertisements on the perceptions of consumers and their buying behavior** (IMS Noida Journal 'Manthan', 2013)
3. **The advent of web series in India: filling a void for the youth** (to be published in Unnayan, IPS Academy, Indore, 2017)