

NAME: MUDITA MISHRA

DESIGNATION: ASSISTANT PROFESSOR, SIMC

QUALIFICATIONS:

UGC NET

2012, NEW DELHI

PGDBM (eq. to MBA, approved by AICTE)

2008, NIILM-CMS, New
Delhi

BBA

2005, PIMR, Devi Ahilya
Vishwa Vidyalaya, Indore

ROLES AT SIMC

Teaching Organisational Behaviour, Research Methodology, and marketing related subjects in MBA (Media and Communication) programme.

Faculty in charge of Public Relations specialization in the MBA programme.

Looking after student internships.

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, managing business alliances and looking after the CRM retail programme.

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** (Unnayan, IPS Academy, Indore, 2017)