



- **Name:** Dr. Sharmishtha Deshmukh
- **Designation:** Associate Professor
- **Educational Qualification:** Ph.D., M.B.A, B.B.A., UGC NET (Management)
- **Total work experience:** 12.5 Years
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- **Academic / Research Interest & Expertise:**
 - **Broad Areas:** Marketing Management
 - **Specific Areas:** Consumer Behaviour, Digital Marketing, Advertising, Brand Management, Entrepreneurship Development, Research Methodology
- **Publication details:**

Sr. No.	Particulars	Number of publications
1	Research Papers	13
2	Books	01
3	Case Studies	01
- **Approved Ph.D. Guide:** Yes
- **No. of Ph.D. scholars pursuing Ph.D. under the guidance:** 06
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