

Ms. Amrita Jaiswal

MBA, UGC-NET, FDP - IIM Indore, Ph.D (Pursuing)

Dr. Amrita Jaiswal brings a versatile corporate and academic experience in the field of Marketing and Digital Media. With her diverse interest in social media marketing, brand management, marketing communications, market research & analysis, consumer behavior and advertising, she finds her passion in instructing and guiding management students to prepare for careers in these domains. She is an active researcher with significant contribution in reputed journals.