

Neha Khatri

Area: Marketing

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PROFILE SUMMARY

I am pursuing Doctoral Program in Management (Ph.D.) from IIM Indore. With a diverse academic background in commerce and education, I am a dedicated researcher with a growing interest in marketing, supported by hands-on experience in teaching and research assistance. My research interests lie broadly in consumer behavior, consumer psychology, and advertising, with a focus on understanding how consumers interact with brands and make purchasing decisions.

EDUCATION

Year	Degree/ Certificate	Institute/School, City
Present	PhD (Marketing)	IIM Indore
2022	Bachelor of Education	Vaish College of Education, MDU, Rohtak
2020	M. Com.	IGNOU, New Delhi
2017	B. Com. (Hons.)	Shaheed Bhagat Singh College, University of Delhi, New Delhi
2014	XII – CBSE	Pathania Public School, Rohtak
2012	X - CBSE	Air Force Bal Bharti School, New Delhi

PROFESSIONAL EXPERIENCE

Academic Associate, Indian Institute of Management, Indore, December 2022 – February 2024

Teaching Assistant (Internship), DAV Police Public School, Sunarian, Rohtak, November 2021 – March 2022

Research Assistant, Vaish College of Education, MDU, Rohtak, November 2021 – December 2021

Subject Matter Expert (Accounts), Evelyn Learning Systems, New Delhi, September 2018 – February 2019

PUBLICATION

“Virtual Reality: The new technological friend of teachers & students to revolutionize learning experience in higher education”, WHJJ Journal, Vol. XVII, Issue I, January 2022

“Click to Pick the Groceries You Need”: A Study of Top Indian E-grocery Platforms and Consumer Preferences Before, During, and After the Pandemic, International Journal of Research in Business Studies, Vol. 7, Issue 2, December 2022

CONFERENCE PRESENTATION

“Add to Cart”- the growing trend in grocery shopping: A study of top e- grocery platforms in India and the consumer preferences before during and after the pandemic

International E-Conference on Advances in Business and Management – 2022 (20th-21st January)

Organized by Shaheed Bhagat Singh College, University of Delhi

WORKING PAPER

Exploring Consumer Avatars: Identity and Consumption Behavior in Virtual World

ADDITIONAL INFORMATION

- Fluent in English and Hindi
 - Proficient in **MS-Office**.
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