

ALISHA DHAL

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PROFESSIONAL SUMMARY

I am pursuing Fellow Program in Management (Ph.D.) from IIM Indore. I am currently working on the pricing, digital marketing and dynamics of consumer behavior. I believe I have the qualities of a good researcher and teacher and thus I want to stay in the field of academia. I am a person with creative instinct and often think in a pensive way about various issues that have practical importance. Being able to identify relationships and structures that are not common to others is perhaps my strength. I know how to appreciate the balance between theory and practice, analytical diligence and intuition.

WORK EXPERIENCE

September 2018 – May 2019

Research Associate, MDI, Gurgaon

Responsibilities:

I joined as a research associate for a consulting project as well as worked on various other engagements, like writing research papers for conferences. I also drafted a case study which is currently under review. I also assisted in organizing a conference naming Enterprise architecture in digital era, 2019.

July 2018 – August 2018

Intern, Carafor Pvt. Ltd., Gurgaon

Responsibilities:

The internship was to have an insight into the marketing function of the manufacturing unit. The work was to deal with the traders and know their requirements of the order and then a regular discussion and follow up with the clients. It helped me understand the process of niche marketing as the variant of foams varies with the need.

June 2017 – July 2017

Intern, Hanung Toys And Textiles Limited

Responsibilities:

Assistance in bank visits and audit procedures in factory audits in Roorkee. This internship gave an insight about audit procedures and being in the finance department, it also provided an exposure as to how bank proposals are made for loan sanctioning.

June 2015 – July 2015

Summer Intern, Kotak Mahindra Bank

Responsibilities:

Worked with the business banking team, and to know about proposal making, working on fin spreads and the overall functioning of MSMEs Credit Provisions of the bank.

EDUCATION

Present

Ph.D. (Marketing), IIM Indore - Indore, MADHYA PRADESH

July 2016- July 2018

Master of Commerce, Delhi School Of Economics

July 2013- July 2016

Bachelor of Commerce, Hansraj College, Delhi University

March 2012- April 2013

CBSE (CLASS XII): Commerce, D.A.V Public School Sreshtha Vihar - Delhi

March 2010- April 2011

CBSE (CLASS X), D.A.V Public School Sreshtha Vihar - Delhi

ADDITIONAL SKILLS

Microsoft Office package: Microsoft Word, Excel, PowerPoint

Statistical operation: SPSS, AMOS

Other Software: EMS, AS2, Qualtrics, Nvivo-14 Pro

ACADEMIC PROJECTS

Academic Project at Department Of Economics, IGNOU
How much lucrative is REITs in the Indian market
The project was under the guidance of professor Gopinath

Pradhan, Department Of Economics, IGNOU. to analyze REITs in the current scenario of the Indian market and to draw attention to the initiatives made by CARE Ratings to introduce REIT Ratings as a product. Since it was an effort of two, my role was much about data compilation and holding meetings with authorities of CARE Ratings. The project focused on how REITs can be seen as a viable investment opportunity that will be beneficial to investors and real estate players.

SCHOLARSHIPS UGC- NET JRF (July 2018)

PUBLICATIONS **Book Chapter**
Name of the book: Enterprise Architecture in the Digital Era
Title: Examining Consumer perceived attitude and satisfaction of using Chatbots and its effect on Brand Trust and Loyalty intention in food delivery apps in India: The Moderating Role of Perceived Risk (Pg 261- 273)
Authors: Alisha Dhal, Arvind Selvaraj and Kirti Sharma
ISBN: 978-93-88826-97-6
Published by: Macmillan Publishers India Private Ltd, 21, Patullos Road, Chennai 600002, India
Year: First published 2019

LANGUAGES English, Hindi, Odiya
