

Faculty Profile

Name: Arunima Rana
Designation: Assistant Professor
Department: Marketing & Strategy
Teaching Interest: Marketing Management
Brand Management
Consumer Behavior
Research Interest: E-business
Brand equity
Online media
Internet marketing
Education: Ph.D. BITS Pilani, 2017
MBA, IBS Ahmedabad 2011
BBA, IMS, DAVV 2009
Certification: UGC-NET (June, 2013)-Management



Professional Experience:

1. 2011-2012: ICICI-Securities

Research/Selected Publications

1. Rana, A., Bhat, A., & Rani, L. (2015) "A classificatory scheme for antecedents of the sources of "online brand equity." *Journal of Research in Interactive Marketing*, 9, 4.