

## Faculty Profile

Name: **Juhi Gahlot Sarkar**  
Designation: Assistant Professor  
Teaching Areas: Marketing Management  
Business Strategy  
Research Interests Brand Management  
Consumer Behavior  
Education: Ph.D.(Thesis Submitted), IBS Hyderabad, India, 2017  
MBA, IBS Hyderabad, India, 2011  
B.Tech, U.P. Technical University,2006



### Professional Experience (7 Years)

1. Since 2013: IFHE, Hyderabad
2. 2011 - 2012: HDFC Standard Life Insurance
3. 2007 - 2009: Infosys Technologies Limited

### Research/Selected Publications

1. Sarkar, J. G., & Sarkar, A. (2017). Brand religiosity: An epistemological analysis of the formation of social anti-structure through the development of distinct brand sub-culture. *Society and Business Review*, 12(1), 20-32. [ABDC-B]
2. Eshghi, A., Sarkar, J. G., & Sarkar, A. (2017). Impact of online advertising on adolescent's brand attitudes. *Marketing Intelligence & Planning*, 35(6), 706-723. [ABDC-A]
3. Sreejesh, S.; Sarkar, J.G., Sarkar, A., Eshghi, A. & Anusree, M.R. (2017), The impact of other customer perception on consumer-brand relationships', *Journal of Service Theory and Practice* [ABDC-A]
4. Sarkar, J. G., & Sarkar, A. (2017). You are an Embarrassment: A qualitative investigation of brand embarrassment among young adolescents', *Qualitative Market Research: An International Journal*, 20(23), 289-305 [ABDC-B]
5. Sarkar, J. G., & Sarkar, A. (2017). Investigating young customers' retail purchase embarrassment. *Marketing Intelligence & Planning*, 35(1), 111-129. [ABDC-A]