

Faculty Profile

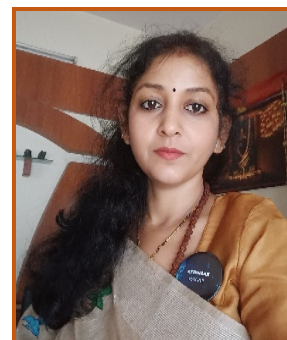
Name: **Dr. Rashmita Saran**

Designation: Senior Assistant Professor

Teaching Areas: Marketing Management
Business Statistic
Business Research Method
Entrepreneurship and Family Business Management

Research Interest: Brand Experience
Customer Co-Creation
Brand Switching Models

Education: PhD, IFHE, Hyderabad (2016)
MPhil, IBS, Tripura University (2010)
MBA, Biju Patnaik University of Technology (2007)
B.Sc. Sambalpur University (2003)



Research / Selected Publication

1. Saran, R., Supra, B., Girish, G. P., & Singh, S. (2024). Has Real Time Spot Electricity Market in India Impacted Day-Ahead Spot Electricity Market?. International Journal of Energy Economics and Policy, 14(5), 347-355.
2. Singh, S., Kashyap, R., & Saran, R. (2023). Role of E-Satisfaction and E? Loyalty on Willingness to Pay: The Moderating Role of Alternative Attractiveness during Pandemic in the Context of E-Retailing. Academy of Marketing Studies Journal, 27(6).
3. Saran, R., Kashyap, R., & Singh, S. (2023). Gen Z and Green Purchase Intention. Academy of Marketing Studies Journal, 27(5).
4. Saran, Rashmita, and R. J. R. Swamy. "A Research on a Comparative Study of Some Brand Switching Models in Marketing." Indian Journal of Marketing 48.3 (2018): 17-32.
5. Saran, R., Roy, S., & Sethuraman, R. (2016). Personality and fashion consumption: a conceptual framework in the Indian context. Journal of Fashion Marketing and Management, 20(2), 157-176.
6. Roy, S., Sethuraman, R., & Saran, R. (2016). The effect of demographic and personality characteristics on fashion shopping proneness: A study of the Indian market. International Journal of Retail & Distribution Management, 44(4), 426-447.