

Dr. Shadma Shahid (MBA)

Specialization

M.B.A: Management

Ph.D: Marketing

Area of Interest

Research: luxury, consumer behavior, brand experience, fashion

Participated - In Specialized Training / Certified Courses: ERPsim, SPSS

Publication - Books / Chapters / Papers / Articles / Blogs: A qualitative investigation into consumption of halal cosmetic products: the Evidence from India (2018) published in Journal of Islamic Marketing, 9(3). (Scopus, Ranked B- ABDC List) <https://doi.org/10.1108/JIMA-01-2017-0009>

Exploring Motivational Factors and Brand Equity as Drivers of Luxury Consumer Buying Behavior: An Empirical Study. Abhigyan, vol. 37, no. 1, 2019, p. 42+. <http://www.i-scholar.in/index.php/Abhigyan/article/view/187182>

Consumer Behavior Towards Personal Luxury Goods: The Mediating Role of Brand Attachment. The IUP Journal of Marketing Management, Vol. XVIII, No. 2, 2019. <https://www.questia.com/library/journal/1P4-2239532780/consumer-behavior-towards-personal-luxury-goods-the>

Any Other Information: Organised AIMA Management Fest international conference on VUCA.
3 Papers under review in ABDC A ranking journals.