

Priyanka SHARMA

Contact Details

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Educational Background

PhD (Marketing), Indian Institute of Technology Kanpur, 2014-2019
PGDM (GM), XLRI - Xavier School of Management, Jamshedpur, 2010-2011
B.Tech. (Chemical Engineering), Indian Institute of Technology (BHU), Varanasi, 2000-2004

Professional Experience

Visiting Assistant Professor, **Indian Institute of Management Lucknow**, May 2019-Till date
Manager Sales, **UST Global**, Gurgaon, India, Jul 2013-Apr 2014
Senior Sales Consultant, **Oracle Corporation**, Bangalore, Aug 2011-Feb 2013
Product Manager, **Oracle Corporation**, Bangalore, Dec 2006-May 2010
Software Engineer, **Infosys**, Bangalore, Jun 2004-Oct 2006

Research Interests

Business-To-Business Marketing, Buyer Behavior, Branding and Promotions, New Product Marketing, Inter-Organizational Relationships, Services Marketing

Teaching Interests

Marketing Management, B2B Marketing, Marketing Research, Research Methodology, Sales and Distribution, Consumer Behavior, Organizational Behavior, Applied Business Statistics