

VISHAKHA CHAUHAN

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Education & Qualifications

Indian Institute of Technology Delhi

New Delhi, India

Doctor of Philosophy (Ph.D.) in Marketing

(2017-2022)

CGPA/Grade: 10 CGPA out of 10 (Thesis Defended on 16.03.22)

Thesis Title: “Exploring Consumer Confusion in Healthcare Decision Making and Choice: A Patient Confusion Framework”

Thesis Brief:

- My doctoral dissertation uncovered the concept of consumer confusion, a novel and less researched space in marketing and consumer behaviour literature
- The context of healthcare choice was particularly chosen to understand confusion faced by patients during healthcare decision making
- A patient confusion framework grounded in qualitative data and literature was proposed and further tested empirically
- Systematic review of literature followed by phenomenological inquiry and structural equation modelling techniques were utilised to achieve the stated objectives of this thesis
- Implications of the study results are vital for application in hospitals to reduce switching of consumers and make hospital choice easier
- Study insights can also guide formulation of patient centric health policies by the government which can reduce administrative burden of healthcare costs caused due to patient confusion

National Institute of Pharmaceutical Education And Research (NIPER)

Mohali, India

Master of Business Administration (MBA) in Pharmaceutical Marketing

(2014-2016)

• CGPA/Grade: 8.2 CGPA out of 10

Delhi Institute of Pharmaceutical Sciences And Research (DIPSAR)

New Delhi, India

Bachelor of Pharmacy (B.Pharm.)

(2010-2014)

• Percentage: 72%

Central Board for Secondary Education

New Delhi, India

Class 12th | Percentage: 88.3%

(2010)

Class 10th | Percentage: 89.4%

(2008)

Industry Experience

Sentiss Pharma Pvt. Ltd. (Pharmaceuticals)

(2016-2017)

- Designation: Business Development Executive
- Department: Pre-sales and BD

Roles and Responsibilities

- Liaising with customers across the world in different kinds of business models (both export and domestic) and maintaining strong business relations with them
- Getting business through leads tapped from various forums, conferences, and public domain enquiries
- Understanding customer's requirements and assessing business volume
- Decision making for business proposals, costing, offer price, discounts, margins, gross contribution through analysis of market data
- Techno-commercial calls and rounds of negotiation with customers for business closure
- Maintenance of monthly sales tracker and business performance presentation to stakeholders

IQVIA (Healthcare Consulting Internship)

(May 2015-July 2015)

Publications & Conferences

Journals

- Chauhan, V., & Sagar, M. (2021). Consumer confusion: a systematic review and research directions. *Journal of Consumer Marketing*, 38(4), 445-456.
- Chauhan, V., & Sagar, M. (2020). Consumer confusion in healthcare decision-making and choice: a qualitative exploration of patient confusion. *Journal of Marketing Theory and Practice*, 29(3), 323-342.
- Chauhan, V., Reddy-Best, K. L., Sagar, M., Sharma, A., & Lamba, K. (2019). Apparel consumption and embodied experiences of gay men and transgender Women in India: variety and ambivalence, fit issues, LGBT-fashion brands, and affordability. *Journal of Homosexuality*, 68(9), 1444-1470
- Chauhan, V., Sharma, A., & Sagar, M. (2019). Exploring patient choice in India: A study on hospital selection. *International Journal of Healthcare Management*, 14(2), 610-620.

Conferences

- Chauhan, V., & Sagar, M. (2020, August). Consumer confusion in healthcare decision-making and choice: a qualitative exploration of patient confusion. *American Marketing Association*.
- Chauhan, V., Best, K. R., Sagar, M., Sharma, A., & Lamba, K. (2018, January). Apparel Consumption and Experiences of Gay Men and Transgender Women in India. In *International Textile and Apparel Association Annual Conference Proceedings* (Vol. 75, No. 1). Iowa State University Digital Press

- Chauhan, V., & Sagar, M. (2018). Antibiotics Overuse and Self-Medication in India: a Social Marketing Framework. *ACR Asia-Pacific Advances*

In Pipeline

- Chauhan, V., & Sagar, M. (2022). Consumer Confusion in Healthcare Decision Making and Choice: Development and Validation of Patient Confusion Framework.
- Working Paper on Tourism Confusion: A Qualitative Exploration (2023)

Research Interests

- Consumer Confusion
- Consumer Decision Making
- Healthcare Marketing
- Consumer Behavior
- Branding

Teaching

MSL760, Marketing Management (2018, 2019, 2020)

- Teaching Assistant and Module Development
- Instruction:30 Hours and Grading
- Core MBA Ist Year
- Indian Institute of Technology Delhi

GIAN, Case Study Teaching and Writing (Prof. Abhinandan Jain, IIM-A) (2019)

- Teaching Assistant and Module Development
- Instruction:14 Hours and Grading
- Ph.D., Academicians, Faculties and Researchers
- Indian Institute of Technology Delhi

MSV 806, Not for Profit Marketing (2020, 2021)

- Teaching Assistant and Module Development
- Instruction: 14 Hours and Grading
- Ph.D. and MBA
- Indian Institute of Technology Delhi

MSL862, Product Management (2017)

- Teaching Assistant and Module Development
- Instruction:30 Hours and Grading
- Core MBA IInd Year
- Indian Institute of Technology Delhi

MSL303, Marketing and Brand Management (2018, 2019)

- Teaching Assistant and Module Development
- Instruction:10 Hours and Grading
- Elective, B.Tech. IIIrd Year
- Indian Institute of Technology Delhi

Proposed Teaching Plan

- In my teaching plan over the course of next 2 years, I would like to conceptualize and design courses at under graduate, post graduate and doctoral level
- At the post graduate and doctoral level, my teaching focus roots back to my research focus on consumer behaviour issues, particularly a separate course on consumer confusion, along with application of marketing in the healthcare sector
- UG courses: Marketing Management I, Elementary Consumer Research
- PG and Doctoral courses: Marketing Management II, Product Management, Consumer Confusion and Decision Making, Not for Profit Marketing, Healthcare Marketing, Qualitative Research Methods

Honours & Awards

- UGC-NET in Management (2015)
- GATE/GPAT (Graduate Pharmacy Aptitude Test), AIR890 (2014)
- Best Debater in Management Program (NIPER) (2016)
- First position and a cash prize worth Rs 25,000 in the Intercollege Debate competition, held by Sentiss Pharma (2015)
- Second position for Poster Presentation at the National Conference on "Use of Animals and Alternatives in Bio-medical research", Amity University, Noida (2013)

Skills, Interests & Languages

Softwares

- SPSS
- Smart PLS
- MAXQDA
- NVIVO

Interests & Hobbies

- Dancing
- Cooking
- Self-development
- Music

Languages

- Fluent in English
- Native in Hindi

References

Prof. Mahim Sagar

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Prof. Harish Chaudhry

Associate Professor of Marketing
Dept. of Management Studies
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Prof. Sujoy Bhattacharya

Associate Professor
Vinod Gupta School of Management
IIT Kharagpur-India
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Prof. Anand Sharma

Professor of Marketing
Department of Pharmaceutical Management
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