

Ritika Bhatia

Objective

To do an impactful research in the field of behavioral economics.

Education

- Currently pursuing Ph.D from Dept. of MBA, BITS Pilani
- **M.B.A in Marketing and Finance (2005-2007) Grade: 72%**
C.S.V Technical University, Bhilai (C.G)
 - **Key Courses:** Services Marketing, Consumer Behavior and Sales Management, Marketing Research, Strategic Management, Econometrics and Decision Models, Marketing Management, Research Methodology
 - **MBA Projects:**
 - Risk and Return Analysis of Hindalco Shares on the Basis of Past Five Year Data
 - Comparative Analysis of Various Schemes of Mutual Fund with Special Reference to Prudential I.C.I.C.I
 - Financial Statement Analysis of Reliance Industries Ltd.
- **B.E. in Electronics & Telecommunication (2000-2004) Grade: 78%**
Pt. Ravishankar Shukla University, Raipur (C.G)
 - **Key Courses:** Digital Electronics, Microprocessors, Electromagnetic Waves and Antennas, Signal Processing Circuit, Electronics Instrumentation and Measurements, Computer Networks, Digital Signal Processing, Optical Communication, Digital Communication Systems, Analog Communication Systems
 - **Project:** Design and Development of Web sites using Wireless Access Protocol (WAP) for mobile devices"

Workshops Attended

- Attended workshop on Research Methodology at BITS Pilani

Experience

▪ **Research Experience**

Designation: Research Associate (April 2017- March 2018),

Dept. of Management, BITS Pilani, Rajasthan

Research Topic: Worked on an ICSSR sponsored project titled "Development and Validation of Service Quality Index in Indian Telecom Sector" under the guidance of Dr. Arun Kumar and Dr. Jyoti Tikoria

▪ **Corporate Experience**

Designation: Business Analyst (Jan 2008 - Dec 2008),

GENPACT, Bangalore

Roles & Responsibilities: I was involved in the creation and reconciliation of an audit report of credit card transactions for our client (GE Money). In order to fetch credit card transaction related data from data warehouse I used SAS coding, and finally, the MS excel was used to perform the analysis on the fetched data.

Conferences Attended / Organized

- ICEBM-2019, BITS Pilani

Area of Interest

- Behavioral Economics
- Marketing Research
- Marketing

Personal Details

- Languages: English

References

- Prof. Anil K Bhat - Professor, Department of Management
- Prof. Jyoti Tikoria - Head of Department, Department of Management