Profile

Sheetal Bhardwaj is a case writer for the Centre for Management Practice at Singapore Management University. After graduating with honours from Punjab Engineering College, Chandigarh as an electrical engineer, she then completed her Masters in Business Administration from Faculty of Management Studies, University of Delhi, India. Sheetal worked with Nestle, and later with Egon Zehnder in the areas of marketing and research prior to moving to academia. After working for over 10 years as an educator in business schools in India, she went on to earn a Ph.D. in marketing. She is an author of many articles on marketing and consumer behavior. Sheetal is a yoga enthusiast and likes to dabble in theatre.

Publications

Paper 1:
Title:  Impulse Buying Behaviour – An Emerging Market Perspective
Journal: International journal of Indian Culture and Business Management (InderScience publishing)

Paper 2:
Title: Impulse Buying Tendencies of Indian Consumers: Scale Development & Validation
Journal: Journal of Indian Business Research (Emerald publishing)

Paper 3:
Title: Segmentation of Impulse Buyers in an Emerging market: An Exploratory Study
Journal: Journal of Retailing and Consumer Services (Taylor & Francis publishing)

Paper 4:
Title: Deconstruction of Impulse buying: An exploratory study
Journal: Global Business Review
Status: Accepted in 2015 (to be published)