

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)

Mittal, S., Sondhi, N., & Chawla, D. (2015). Impulse buying behaviour: an emerging market perspective. *International Journal of Indian Culture and Business Management*, 11(1), 1-22

Paper 2:

Title: Impulse Buying Tendencies of Indian Consumers: Scale Development & Validation

Journal: Journal of Indian Business Research (Emerald publishing)

Mittal, S., Chawla, D., & Sondhi, N. (2016). Impulse buying tendencies among Indian consumers: scale development and validation. *Journal of Indian Business Research*, 8(3), 205-226.

Paper 3:

Title: Segmentation of Impulse Buyers in an Emerging market: An Exploratory Study

Journal: Journal of Retailing and Consumer Services (Taylor & Francis publishing)

Mittal, S., Chawla, D., & Sondhi, N. (2016). Segmentation of impulse buyers in an emerging market—An exploratory study. *Journal of Retailing and Consumer Services*, 33, 53-61.

Paper 4:

Title: Deconstruction of Impulse buying: An exploratory study

Journal: Global Business Review

Status: Accepted in 2015 (to be published)