

Mrs. Aditi Gosain



Mrs. Aditi Gosain is currently working as Asst. Prof Marketing at Sinhgad Institute of Management, Pune. Mrs Gosain is pursuing Ph.D. from NMIMS Mumbai. The Area of her Phd research is impacts of consumer evaluations of dissatisfactory service incidents. Her areas of interest include services marketing, consumer behaviour, retail management, product and brand management, sales and distribution etc. She has presented and published research papers at national and international conferences including IIT Powai.

Mrs. Gosain has done her MBA with marketing as major and finance as minor specialization from Devi Ahilya Vishwa Vidhyalaya in 2006. After the completion of her MBA she has worked at HDFC bank in retail assets as well as retail liabilities for nearly 5 years. She joined academics in 2010 and was associated with MITCON Institute of Management, prior to joining Sinhgad Institute of Management.