

Dr. Anamika Singh, Director SIMCA, an alumnus of IIMA, is associated with the esteemed Institute Sinhgad Technical Education Society's since 2010. She has over 15 years of academic experience. Dr. Singh is a true academician and a passionate teacher at her roots and believes that acumen comes with the power of knowledge. She has very vast teaching portfolio including subjects such as Basics of Marketing, Marketing Management, Consumer Behaviour, Integrated Marketing Communication, Soft Skills etc. On the leading chair she acts like a great motivator, a dynamo and woman of action. She chases the dream of making SIMCA brighter than ever and taking it to the pinnacle of B-Schools. Dr. Anamika Singh is a science graduate, M.B.A. in marketing and PhD in the field of Marketing and Advertising. She has done extensive Faculty Development Programme from the premiere Institute, Indian Institute of Management, Ahmadabad. Her area of research is marketing and advertising. She has 22 national and International papers to her credit. She is developing few case studies in Strategic Management.