



Name: Dr. Rahul Swami

Designation: Assistant Professor (IBS Business School)

Teaching Area: Marketing Management, Consumer Behavior, Service Marketing and Retail Management

Research Interests: Marketing, Social Responsibility, Media

Education: B.Com, PGDBM, MBA, PhD, FDP-IIM Indore, UGC-NET (Management)

Professional Experience:

- a) Industry: 7 years
- b) Academics: 4 years

Select Publications:

- “Comparing HIV awareness through Media” International Referred Research Journal Researchers World, Vol.-IV, Issue-3(2), July 2013, pp. 91-94 (ISSN 2231-4172) Impact Factor (GIF): 0.479
- “Vital Role of CFO’s in Changing Environment”, Journal of University of Rajasthan, EAFM Department, October, 2013, ISSN No. 2277-8012. (co-authored)
- “Measure the Impact of Media on Electricity Conservation” Deecee School Journal of Organization and Management, Vol. 4, Issue 1, 2013, pp. 124-130 (ISSN 0972-9003)
- “Measure the Impact of Media on Electricity Conservation” Deecee School Journal on Organization and Management, Vol. 4, Issue 1, March 2012, pp. 124-130 (ISSN 0972-9003)
- Article on “Consumer Behavior towards Mobile Handsets (A Study of Youth in the city of Jaipur)”, Management Wisdom, A Journal of Business and Management, Coimbatore, Tamil Nadu (ISSN: 2230-7257)

Book Review

- “Amul’s India: Based on 50 years of Advertising” Indore Management Journal, IIM, Indore Vol. 4 Issue 2 , July-September 2012, pp. 73-75. (ISSN 0975-1653)
- “Poor Little Rich Slum: What we saw in Dharavi and why it matters” Indore Management Journal, IIM, Indore. Vol 3 Issue 4, January-March 2012, pp. 79-80.(ISSN 0975-1653)

Case Study

- “A Case Study on –Vodafone Tax-Verdict: Holistic Taxing Re-enforced” Deecee School Journal on Organization and Management, Vol. V, Issue: 1, March 2013, pp.01-10 (ISSN 0972-9003)