



Dr. Anita Saxena

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Education:

Anita holds a Ph.D. in Management from the renowned MLS Udaipur University; besides Master of Business Administration (MBA- Marketing); and PGDBM (Marketing).

She is also UGC NET qualified.

She is an alumna of the prestigious Miranda House College, University of Delhi; and Lady Shriram College; University of Delhi.

Experience:

Anita is an accomplished, and dynamic, professional with more than sixteen years of experience in the corporate sector; business education and corporate training (management) in the area of marketing.

In the corporate sector she has worked in the automobile components and consumer durables industry for five years where she handled Key Account Relationship Management, Market Development, and Institutional sales; besides vendor development in the international markets.

Training and Consultancy:

She has worked with diverse teams of professionals and facilitated training programmes in partnership with broad-ranging groups of stakeholders.

Prime Areas: Sales, Distribution, Marketing, Customer Service Excellence, B2B marketing, Services Marketing

Conducted Training Programs in Industrial Development Bank of India (IDBI), Jubilant Organosys, Controls & Switchgear, Sage Metals Ltd., Unitech Machines Ltd., and Lifelong Appliances Ltd.

She has provided consultancy to "Dilli Haat" and National Dairy Development Board (NDDB) "Safal" Outlets

Research:

- A Study on Attributes of the SERVQUAL Model and Medical Services with Special Reference to Internal Customer Satisfaction and Medical Tourism Promotion

Journal of the Maharaja Sayajirao University of Baroda; ISSN No. 0025- 0422; Volume No. 55; No. 1(III); 2021

- A Study on Patient Satisfaction Using SERVQUAL Model at Delhi NCR

Sambodhi; ISSN No. 2249-6661; Volume 44; No. 01 (XVII) January-March 2021

- The Influence of Servicescape on Quality Perception, Behavioural Intention and Customer Satisfaction in the Healthcare Sector- A Meta- Analysis of existing literature Inspira - Journal of Modern Management & Entrepreneurship; ISSN No. 2231- 167X; Volume 07; No. 2; Issue April 2017

- Health Tourism Spas- A Study of Delhi NCR- 2017

Inspira - Journal of Commerce, Economics & Computer Science (JCECS) 275

ISSN: 2395-7069 (Impact Factor: 2.0546) Volume 03, No. 01, January - March, 2017

- Consumer Marketing Lessons for B2B Marketers

Review of Professional Management 2010; ISSN No. 0972 8686 and online ISSN 2455-064

- Start a conversation with your Customers

Review of Professional Management – 2008; ISSN No. 0972 8686 and online ISSN 2455-064

- Leader Follower Dynamics

Review of Professional Management – 2008; ISSN No. 0972 8686 and online ISSN 2455-064

- HR Outsourcing Grows Up

Review of Professional Management – 2008; ISSN No. 0972 8686 and online ISSN 2455-064

- Consumers Okay with Scandalized Celebs Endorsing Brands

Review of Professional Management – 2009;ISSN No. 0972 8686 and online ISSN 2455-064.