

Dr. Shraddha Bandivadekar

E-mail ID: shraddha.bandivadekar@cimr.in

Educational qualifications: B.Sc. (Biotechnology), PGDM (Pharmaceutical Management), M. Phil. (Business Management – Marketing Specialization), Ph.D. (Business Management – Marketing Specialization).

Additional qualifications: PGD – Yogic sciences (Certified Yoga Trainer)

Industry experience: 7 years

Areas of interest: Integrated Marketing Communications, Consumer behaviour

About her:

Dr. Shraddha Bandivadekar has been an advertising professional for over 7 years before venturing into academics. She has been associated with start-ups in the healthcare advertising and communications space and has handled marketing and communications projects of numerous Indian and multinational pharmaceutical companies. Outside of work, Dr. Shraddha's interests lie in the areas of art, music, Yoga and books.