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Researcher Profile

Winter 11-1-2022

Modelling consumer behavior in the context of virtual market space, services, impulse buying and higher education.

Smitha Nayak

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Awards & Achievements

- Recipient of the prestigious ***Erasmus Mundus Post Doctoral Fellowship*** for the academic year 20015-16. Fellowship was pursued at the European School of Business, Germany.
- Received the ***Academic Achievement Award*** in recognition of my '***Outstanding contribution to Academia***' at the International Conference on Business and Social Science organized by the Global Academy for Training and Research in Malaysia on May 4 and 5, 2017

Consultancy Projects Undertaken

- Market Research project titled Consumer ***Expectations and Satisfaction with Water Utility Service in Mangalore City*** is undertaken for Suez Projects Private Limited, Bangalore. (Revenue: Rs3,50,000, Funded by Asian Development Bank, 2022)
 - Project on ***Revisiting HR practices and Process: An Outcome-based Process-driven Approach*** was undertaken for Yenepoya University (Revenue: Rs.7,00,000, 2020)
 - Market Research Project funded by Konkan Railway Corporation Limited (KRCL) on ***Need Assessment of Mechatronics Training Center in Udupi District*** (Revenue: Rs.5,50,000, 2017)
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