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PUBLICATIONS

- Agarwala, R., Mishra, P., & Singh, R. (2021). Evaluating the impact of religious icons and symbols on consumer's brand evaluation: Context of Hindu religion. *Journal of Advertising*, 1-19.
 - Agarwala, R., Mishra, P., & Singh, R. (2018). Religiosity and consumer behavior: a summarizing review. *Journal of Management, Spirituality & Religion*, 1-23.
 - Agarwal, R., & Singh, R. (2018). e-WOM: Review and a New Conceptualisation. *The Marketing Review*, 18(3), 307-321.
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CONFERENCE PAPERS

- "Using Hindu Religious Symbol In Print Advertising: Impact On Brand Affect And Brand Trust." American Academy of Advertising Conference (2017)
 - "Religious Symbols in Print Advertisement", ANZMAC, Christchurch (2016)
 - "Personality and Facebook usage", Emerging Markets Conference, Dubai (2015)
 - "e-WOM- A New Conceptualization", MarCon (IIM Calcutta) (2014)
 - "Negative Word-of-Mouth in Social Media", MarCon (IIM Calcutta)
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CASE STUDIES

- Ridhi Agarwal (2011). Xelf- A Novel Idea, ECCH No. (811-056-1)
<https://www.thecasecentre.org/products/view?id=105793>