Digital Influence on Consumer Habits

Marketing Challenges and Opportunities



Edited by

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Digital Influence on Consumer Habits



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xvi About the Contributors

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Dr Riktesh Srivastava holds a PhD in Electronics Engineering as well as management qualifications from the Indian Institute of Management in Ahmedabad (IIMA). Dr Riktesh Srivastava also holds management professional credentials from the University of Pennsylvania's Wharton School and Nanyang Technological University in Singapore. He is Six Sigma Black Belt certified by the Six Sigma Council. He is currently an Associate Professor of MBA at City University Ajman, where he teaches courses in Management Information Systems, Statistical Quality Control, and Research Methods.

Samiksha Vyas is a dedicated research scholar currently pursuing her PhD from Banasthali Vidyapith, the world's largest women's residential university. Having completed her MBA from Banasthali Vidyapith, she has been deeply involved in research within the field of the sharing economy. Furthermore, experience was gained when she worked in the Forensic Department at KPMG Gurgaon. Her passion lies in exploring innovative models and mechanisms to enhance collaboration and resource utilization in this emerging domain. Her work aims to shed light on the dynamics of this emerging area, fostering sustainable and efficient practices. With an unwavering commitment to advancing knowledge, she is delighted to contribute to the academic community through her research endeavors.

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