



## **Dr. Sarika Gunjan Sharma**

Professor & Programme coordinator (MBA-IT)

MCA, MBA, Ph.D.

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### **Research Interests & Expertise :**

#### Broad areas:

- Information Systems
- Marketing
- Entrepreneurship

#### Specific areas:

- Entrepreneurial Marketing
- Data Mining
- Information Management
- Electronic Customer Relationship Management

### **Research Profiles:**

[\[Google Scholar\]](#)

[\[Scopus ID\]](#)

[\[ORCID\]](#)

[\[Vidwan\]](#)

