



Dr. Rupali Singh has more than ten years of experience working in corporate and academic space. Her specialization is in Marketing and Agribusiness subject areas. She has done her PhD in Management at Centre for Management in Agriculture, at Indian Institute of Management, Ahmedabad. She did her PGDM specializing in Agribusiness Management at MANAGE, Hyderabad. She has presented papers at various conferences including the American Marketing Association Conference and the Management Doctoral Colloquium at IIT Kharagpur. Her ongoing research is in the field of brand preference formation in food products, and her research interests are food brands, asymmetric price transmission, and consumer behaviour.