



Ms. Harleen Kaur

Ms. Harleen Kaur is an Assistant Professor at USME, DTU. She holds a PGDM from Indian Institute of Management Calcutta (IIM C) and a B.Tech (IT) from Delhi College of Engineering (now DTU). She began her marketing career with Pepsico India and has worked with leading brands - Mountain Dew, Mirinda and Pepsi.

She is currently pursuing doctoral studies from the Faculty of Management Studies, University of Delhi and has been awarded the Junior Research Fellowship (UGC NET-JRF). Her research interests include brand strategy, consumer psychology and consumer brand relationships.