



हैदराबाद विश्वविद्यालय
University of Hyderabad

Ph.D. Guest Talk Series



Guest speaker

Dr. Shilpa Madan - PhD (NTU-Singapore)

Assistant Professor of Marketing, Lee Kong Chian School of Business,
Singapore Management University, Singapore.

Faculty profile: <https://www.shilpamadan.com/>

Topic: The breadth of normative standards: Antecedents and consequences for individuals, brands, and organizations
(OBHDP, FT50, A*)

Date: 17th May 2024 **Time:** 2 p.m. (IST)

Google meet link: <https://meet.google.com/ide-josi-fzt>

Organized by

School of Management Studies, University of Hyderabad, Hyderabad 500 046



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