



Dr. Varsha Sinha is an Assistant Professor at I.T.S School of Management, Ghaziabad, with academic expertise spanning Management, Healthcare, and Pharmaceutical Studies. She holds a Ph.D. in Management from Jamia Hamdard, along with an MBA and a B.Pharmacy, demonstrating a strong interdisciplinary academic foundation.

She has extensive teaching experience across MBA, PGDM, BMS, B.Voc, and Healthcare Management programs, and has served as Assistant Professor, Guest Faculty, Visiting Faculty, and Teaching Assistant at reputed institutions including Jamia Hamdard and Blackboard Education and Research Foundation. Her teaching portfolio includes subjects such as Marketing Management, Research Methodology, Project Management, Healthcare Marketing, Hospital Information Systems, Marketing Analytics, and Corporate Governance.

Dr. Sinha also brings corporate and training experience from organizations like BYJU'S and PlanetSpark, and has completed internships with Varun Beverages (PepsiCo) and Unimax Laboratories. She is an active researcher with Scopus-indexed publications, international conference presentations, and awards for academic excellence. Her research interests lie in digital health, patient-centric care, healthcare marketing, and technology-driven management practices.

