

## **Internship Experience so far:**

I have had two internship experiences so far:

I did my summer internship this year during May-July at Bangalore at Indian Institute of Management, Bangalore (IIMB). My job profile was that of a research assistant. I worked on the area of the Purchase Intention of Innovative Consumer goods, a socio-cultural perspective. I worked for the brainstorming and creation of the study on the topic.

My second internship was that of one month duration during December this year at Indian Institute of Management, Calcutta (IIMC). I worked on the aspect of how Information technology developments focussing particularly on networking Platforms have been affecting the ethics and working methodologies in the industry. My work was that of a technology analyst and I worked on the analytics and various aspects, like the idea, growth and future prospects of these companies.