Faculty Profile

Name: Dr. Mridanish Jha

Designation: Assistant Professor

Teaching Area: Marketing, Business Strategy, Advertising, Consumer Behavior

Research interests: Rural Marketing, Consumer Behavior, Branding, Promotion mix.

Education:
- Ph.D., L. N Mithila University, Bihar, April 2015
- UGC NET (Management) 2011
- MBA (Marketing & HR) BIT Mesra, 2005

Professional Experience: (10 years- 4 years in industry and 6 years in Academics)
- Assistant Professor at Cambridge Institute of Technology, Ranchi (3 years)
- Senior faculty at Admerit College, Patna (2 years)
- Asst Manager at HT Media Ltd. Ranchi (1 year)
- Relationship Manager at ICICI Securities Ltd, Ranchi (1 year)
- Business Development Manager at Centre for Monitoring Indian Economy, Ranchi (2 years)

Major Publications


9. “Corporate Social responsibility: Evolution, issues and challenges with reference to Indian organizations”, International refereed journal of research in commerce & management, April 2013, ISSN 2320-0073.


12. “Opportunities, challenges and marketing strategy for serving bottom of the pyramid market.” Published in National journal of research in commerce & management. February 2013, ISSN 2277-1166. [Refereed & indexed journal with impact factor].

13. “The role of information and communication technology in rural market with reference to Bihar.” Published in National monthly refereed journal of research in commerce & management. January 2013. ISSN 2277-1166.
