

# Faculty Profile

**Name: Dr. Mridanish Jha**

**Designation:** Associate Professor  
**Teaching Area:** Marketing Management, Services Marketing,  
Digital Marketing, Business Strategy  
**Research Interest:** Rural Marketing, Consumer behavior, Branding  
**Experience (In Years):** 19  
**Academic qualifications:** Ph.D., UGC NET MBA BIT Mesra



## Major Research Publications / Presentation:

- Factors influencing management of power supply on small scale industries in Ranch district published in Organization development Journal (UGC Care) ISSN: 0889-6402, Vol 12 issue 1, Feb 2024.
- Study on Factors that Contribute to the Success of B2B Ecommerce towards Manufacturing Industry” published in Journal of Harbin Engineering University (Scopus) ISSN:1006-7043 Vol 44 No. 5 May 2023.
- Impact of Consumers Attitudes, Subjective Norms, and Perceived Behavioural Control on Consumer Purchase Behaviour towards Otc Allopathic Medicine” published in Academy of Marketing Studies Journal (ABDC ‘B’) ISSN: 1095-6298 Vol: 27 2023 Issue: 1S 1-13.
- New vistas for connecting with consumers in the covid era”, ISPEC Publishing, Paris France. ISBN 978-625-7139-34-2 September 2020. Page 15 -19.
- Role of Ethics and Personal Value of Younger Generation in Buying Behavior of Eco-Friendly Products - A Study in Kollam District” published in International Journal of Advanced Science and Technology, Vol. 29, No. 8, (2020), pp. 5220 – 5226 Scopus indexed
- Strategic business transformation after covid 19”. IKSAD Publication Ankara Turkey. ISBN-978-6257897-68-6 June 2020 page 239-242.
- Awareness of Mediclaim Insurance among the Bank Customers with Special Reference to Ranchi” published in Scopus, Springer indexed Book, Volume 2 with ISBN 978-981-32-9690-9 in November 2019.
- Xiaomi: a Smartphone brand for the mass market in India” published in International Journal of Economics, commerce and Business Management in January 2019 ISSN: 2348-4969 /VoL-6
- Winning customers through product innovation and word of mouth publicity: A case study of pulse candy” Published in International Journal of Applied Research 2016; Vol 2(11) Nov 2016. ISSN 2394 5869.
- Integrated approach of strategic supply chain management for achieving competitive advantage published in a book with ISBN 978-93-5213-282-9 by Shroff publisher, New Delhi in December 2015
- Presented research paper on the title “Navigating Success: The strategic imperative of aligning business practices with evolving consumer expectations for competitive edge” in International Conference Organized by MATS University, 14-15 May 2024.
- Presented research paper on the title “The Role of Digital Transformation in Business and its impact on Sustainable Development Goals in the Tourism Sector” in International Conference Organized by Kyiv National Economi University, 24-25 Feb 2024.
- Presented research paper on the title “Antecedents to consumer purchasing behavior towards over-the counter medicine” in the International Conference on Changing Business Paradigm at MDI Murshidabad on 21 January 2022.
- Presented research paper on the title “A study on consumer intention to purchase over the counter medicine during covid 19” in the International Management Conference organized by IIM BG on 23-24 April 2021.