

## Faculty Profile



<b>Name</b>	<b>Dr. Mridanish Jha</b>
<b>Designation</b>	Assistant Professor
<b>Teaching Area</b>	Marketing, Business Strategy, Advertising, Consumer Behavior
<b>Research interests</b>	Rural Marketing, Consumer Behavior, Branding, Promotion mix.
<b>Education</b>	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

1. "A study of the influence of Lifestyle on purchase decision with special reference to Ranchi" , IRDA Bi-Annual Journal of Management & Social Science, Vol 2. Oct 2014, ISSN 2321 2438.
2. "Effective marketing strategy for branding a commodity with special reference to consumer goods", International Journal of Social Science & Interdisciplinary Research, Vol. 3 (5), MAY 2014, ISSN 2277-3630.
3. "An approach towards developing a successful service brand" , Global Journal of Research Analysis.Vol.3, Issue 2, February 2014 ISSN 2277 -8160.
4. "Analyzing the impact of development initiative for enhancing the quality of life of rural consumers after globalization" , International Journal of Scientific research.Vol.3 (2) February 2014, ISSN 2277-8179.
5. "Issues & perspectives of marketing strategy for delivering value to the rural consumer" , Asia Pacific Journal of Marketing & Management Review. Vol.3 (1), January 2014, ISSN 2319-2836.
6. "A study of consumer shopping behavior in organized retail at Ranchi", Indian Journal of Applied research,Vol.3 Issue 11 November 2013 ISSN-2249-555X.
7. "Achieving sustainable & inclusive growth through innovations in the Indian market", International Journal of Greenfield publication UK, October 2013, ISSN: 2278-6236.
8. "Buying behavior of rural consumer with reference to packaged food products in Bihar", International Journal of Management research and review. April 2013.ISSN 2249-7196.
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.

10. "A comparative study of the buying behavior of urban and rural consumers towards mobile phone in Bihar" published in International journal of advanced research in management & social science. April 2013. ISSN 2278-6236.
11. "A study on the rural consumer buying behavior in Bihar" published in International journal of marketing, financial services & management research. February 2013, ISSN 2277- 3622. [Refereed & indexed journal].
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.
14. "Lifestyle marketing: A marketing strategy for the 21st century". Excel International Journal of Multidisciplinary management studies. November 2012, ISSN 2249- 8834.
15. "Product Placement in Indian movies: A strategic tool for integrated marketing communication."- Zenith International journal of multidisciplinary research .Nov 2012; ISSN 2231-5780