

Faculty Profile

Name: Prashant Pandey

Designation: Assistant Professor, IMS

Teaching Area: 1. Marketing Management
2. Retail Management

Research Interest: 1. Consumer Behaviour
2. Green Marketing



Experience (In Years): More than 6 Years of experience in Academics & Banking sector

Academic qualifications:

1. PGDM-Retail Management (K.J. Somaiya Institute of Management Studies & Research)
2. UGC NET (Management) in 2017

Major Research Publications / Presentation:

1. **Prashant Pandey**, “The Power of Social Media Influencers in Modern Marketing Strategies”, **Journal of Foundational Research**, ISSN: 2395-5635 (Vol. XXXII, No. 1 (II)-January – June: 2024: **UGC Care List Group-I**)
2. Dr. Brijesh Kumar Yadav, Dr. Aman Gupta, **Mr. Prashant Pandey**, “Connecting Cause-Related Marketing Campaign to Corporate Social Responsibility Program: A Conceptual Research Framework”, **Rabindra Bharati Journal of Philosophy**, ISSN: 0973-0087 (Vol. XXIV, May 2023: **UGC Care List Group- I**)
3. Dr. Reena Baral, **Prashant Pandey**, Arpit Gupta, “Post-Covid Fast-Moving Consumer Goods (FMCG) Marketing in India”, **Kanpur Philosophers**, ISSN: 2348-8301 (Vol. IX, Issue II No.6: 2022-**UGC Care List Group- I**)
4. Yadava, A. K., Khan, I. A., **Pandey, P.**, Aarif, M., Khanna, G., & Garg, S. (2022). Impact of marketing communication and information sharing on the productivity of India’s small and medium sized businesses (SMEs). *International Journal of Health Sciences*, 6(S2), 12745–12755. <https://doi.org/10.53730/ijhs.v6nS2.8352>
5. **Prashant Pandey**, Dr. Vikas Tiwari, Dr. Anil K. Pal, Indranil Ganguly, Dr. Akhilesh K. Verma, “ To study the Assessment of Employer, Recruiter and HR Personnel regarding the value of Artificial Intelligence in Recruiting Process”, *Vidyabharati International Interdisciplinary Research Journal*, ISSN: 2319-4979 (2021)