

## Faculty Profile



<b>Name</b>	<b>Dr. Dilip Kumar</b>
<b>Designation</b>	Assistant Professor
<b>Teaching Area</b>	Marketing Management, Rural Marketing, Consumer Behaviour, Retail Management
<b>Research Interest</b>	Value Chain Analysis of Handicraft Sector in Eastern Uttar Pradesh

### Education:

- Ph.D., 2017, Faculty of Management Studies, Banaras Hindu University, Varanasi
- MBA (Agri Marketing), Faculty of Management Studies, Banaras Hindu University, Varanasi
- B.Sc. (Botany), Faculty of Science, Banaras Hindu University, Varanasi
- PGDCA, U.P. College, MGKV, Varanasi

### Professional Experience: 1.5 years

- Handle Classes as Guest Faculty for Diploma and Certificate students in IM-BHU (1 Year)
- Handle Classes as Guest Faculty for B.Voc. (Retail Management) and B.Voc (Logistics Management) at RGSC, Banaras Hindu University, (6 Months).

### Major Publications:

- “Value Chain: A conceptual Framework”, International Journal of Engineering and Management Sciences” Publishes from Society for Science and Nature, ISSN- 2229-600X, Volume: 7, Issue 1
- “A new Strategic Approach of Marketing of Handicraft Products”, International Journal of Applied Services Marketing Perspectives” Publishes from Pezzottaite Journal ISSN- 2279-0977, Volume: 2, Issue-3
- “Marketing Challenges of Handicrafts Retailers in Changing Environment”, Zenith International Journal of Business Economics & Management Research” Publishes from ZIJBEMR, ISSN- 2249-8829, Volume: 4, Issue 10
- “Present Scenario of Indian Handicraft Products”, Asian Journal of managerial Science” Publishes from The Research Publication ISSN- 2249-6300 , Volume: 2, Issue 1
- “Influencing Factor of Indian Handicraft Industry: A Review of Literature”, International Journal of Academic Research & Development (IJARD)” Publishes from Bharti Publications, ISSN- 2395-1737, Volume: 1, Issue -1