



Faculty Profile

- 1) **Name:** Dr. Mridanish Jha
- 2) **Designation:** Associate Professor
- 3) **Teaching Areas:** Marketing Management, Services marketing, Business Strategy.
- 4) **Research Interests:** Consumer behaviour, rural marketing, sustainable development.
- 5) **Education**
 - Ph.D. in Management from L.N Mithila University 2015.
 - UGC NET (Management) in 2010.
 - MBA (Marketing & HRM) from BIT Mesra, Ranchi in 2005.
- 6) **Professional Experience (Total Experience): 17 years**
 - Since August 2022: ICFAI University Jharkhand, Ranchi
 - 2021-22: Associate Professor at Sarala Birla University, Ranchi
 - 2015-21: Associate Professor at ICFAI University Jharkhand, Ranchi
 - 2012-15 : Assistant Professor at CIT, Ranchi
 - 2010-12 : Senior Faculty at AGBS Patna
 - 2008-10 : Assistant Manager at HT Media Ltd, Ranchi
 - 2007-08: Relationship Manager at ICICI Direct, Ranchi
 - 2005-07: Business Executive at CMIE, Ranchi
- 7) **Selected Research (Publications/Presentations)**
 - Impact of consumers' attitudes, subjective norms, and perceived behavioural control on consumer purchase behaviour towards otc allopathic medicine. Academy of Marketing Studies Journal, 27(S1), 1-13. October 2022. ISSN: 1528-2678 ABDC (B)
 - 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 Indian Institute of Management, BG on 23-24 April 2021.
 - Presented research paper on the title “Business Continuity and resilience in the new normal” in the International Management Conference organized by KIIT Bhubaneswar on 27-28 Feb 2021.
 - Presented research paper on the title “Antecedents to consumer purchasing behaviour towards over-the-counter medicine” in the International Conference on Changing Business Paradigm at MDI Murshidabad on 21 January 2022.
 - “Impact Of awareness on purchase of Mediclaim insurance Policy by the bank customers” Published in International Journal of Scientific & Technology Research (IJSTR) Volume 9 - Issue 2, February 2020 Edition. ISSN 2277-8616 Scopus indexed.

- Role of Ethics and Personal Value of Younger Generation in Buying Behaviour 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-978-625-7897-68-6 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.
- 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
- “Make in India but don’t sell in India: A curious case of General motors’ exit” Published in International Journal of economics, commerce & business management; Vol (4) Dec 2017. ISSN 2348-4969.

8) Professional Membership

- Rural Marketing Association of India
- MTC Global
- Editorial Board Member of OJM (UGC Care listed Journal)
- Editorial Board Member of International Journal of Business and Economics Research, USA
- Reviewer of International knowledge Press Journal of Economics & trade.

9) Awards received (if any):

- One Patent awarded for innovation in the area of customer relationship management in September 2022.
- Best Teacher award from ICFAI University Jharkhand in 2019.
- Case study award from ICFAI University Jharkhand in 2018.
- Value based Teacher award from ICFAI University Jharkhand in 2016.