



### **Faculty Profile**

Name: Dr. Manish Kumar

Designation: Assistant Professor

Teaching Area: Marketing Management, Advertising Management,  
Consumer Behaviour, Entrepreneurship

Research Interests: Advertising Appeals, Social development through Rural Marketing,  
Consumer Behaviour

#### **SYNOPSIS**

- ✕ PhD from Faculty of Management Studies, Banaras Hindu University, Varanasi.
- ✕ Qualified the UGC-NET exam in Management.
- ✕ MBA (Specialization: Marketing) from Faculty of Management Studies, Banaras Hindu University, Varanasi.
- ✕ Work Experience of more than four years.

#### **Major Publications:**

- **“Perception of Female Students towards Humorous Advertisements on Social Media and its Effect on their Pre-Purchase Decision: A Study of Female Student’s of BHU”** in a Book **“ Social Media for Business”** Published by **Indian Institute of Management, Raipur**. (Excel India Publishers, New Delhi, Page 10-14, Vol. 1/March 2016, ISBN No. - 978-93-85777-40-0).
- **“Humorous Advertisements and their Effect on Purchase Behaviour of University Students” & “Corporate Environmental Responsibility: An Attitudinal and Behavioural Analysis of Indian Consumers”** in a Journal published by IME Ghaziabad in January 2013, Volume VII, No. 1 (ISSN: 0974-0716 ).

- **“Blend of Creativity and Craftiness in Indian advertising”** in the 6<sup>th</sup> issue of annual journal *Prabandhan & Taqniki* (ISSN No.0974-8563) in August 2012.
- **“Corporate Social Responsibility and Human Resource Management”** in UNNATI-The Business Journal (A Half Yearly Refereed Journal of Management Published by Pacific Institute of Management & Technology) Vol. 1, Issue 2 July - December 2013, (ISSN No. - 2319-1740).
- **“Consumer Attitude towards Green Advertising and Environmentalism in India: A Study of Varanasi district”** in a book published by ITS Ghaziabad in November 2012. (ISBN: 978-93-81505-44-1)
- **“Humorous advertising in India: Few Perspectives”** in the 5<sup>th</sup> issue of annual journal *Prabandhan & Taqniki* (ISSN No. 0974-8563) in 2011.
- **“Assessing the Impact of Humour on Advertising Effectiveness in Print Media: A Contingency Approach”** in International LNCT Management Research Journal (An Annual Research Journal Published by LNCT, Indore) Vol. 1/January 2014, (ISSN No.- 2320-9658).
- **“Effectiveness of Work Life Balance : A Study of Management Teachers”** in The IUJ Journal of Management (P.No.45-48, May 2018, ISSN No.- 2347-5080)
- **“Empowering Rural India Through Tourism”** as a chapter in a Book **“New Horizons of Tourism and Hospitality Sector”** Published by DDU Kaushal Kendra, Banaras Hindu University (BHU), Varanasi, in association with Tourism and Hospitality Sector Skill Council, New Delhi. (Bharti Publications; New edition (2017), Page 237-240, Vol. 1/March 2016, ISBN No. - 978-9385000331).
- **“Awareness of Government Initiated Schemes: A study of Handicraft sector in Mirzapur”** in The IUJ Journal of Management (P.No.24-29, November 2018, ISSN No.- 2347-5080)