

Faculty Profile



Name: Dr. Manish Kumar
Designation: Assistant Professor
Teaching Area: Marketing Management, Advertising Management, Consumer Behaviour, General Management.
Research Interests: Advertising Appeals, Social development through Rural Marketing, Consumer Behaviour.

Education:

- PhD, 2014, Faculty of Management Studies, Banaras Hindu University, Varanasi.
- UGC-NET, 2012, Management.
- MBA (Marketing), Faculty of Management Studies, Banaras Hindu University, Varanasi.

Professional Experience: More than 2 years

- Faculty at CIMAGE, Patna (1 year)
- Coordinator & Business Developer at Endless Services, Varanasi (1.5 year)

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”, Social Media for Business, Indian Institute of Management, Raipur, Excel India Publishers, New Delhi, Page 10-14, Vol. 1/March 2016, ISBN No. - 978-93-85777-40-0.
- “Assessing the Impact of Humour on Advertising Effectiveness in Print Media: A Contingency Approach”, LNCT Management Research Journal, Vol. 1/January 2014, ISSN No. 2320-9658.
- “Humorous Advertisements and their Effect on Purchase Behaviour of University Students”, IME Journal, January 2013, Volume VII, No. 1, ISSN: 0974-0716.
- “Corporate Social Responsibility and Human Resource Management”, UNNATI-The Business Journal, Vol. 1, Issue 2 July - December 2013, ISSN No. - 2319-1740.
- “Blend of Creativity and Craftiness in Indian advertising”, Prabandhan & Taqniki, August 2012, ISSN No.0974-8563.
- “Consumer Attitude towards Green Advertising and Environmentalism in India: A Study of Varanasi district”, INNOVATIONS & CHALLENGES in Turbulent Times, November 2012, ISBN: 978-93-81505-44-1.
- “Humorous advertising in India: Few Perspectives”, Prabandhan & Taqniki, 5th issue, 2011, ISSN No. 0974-8563.