

Faculty Profile

Name: **Ankur Srivastava**
Designation: Assistant Professor
Teaching Areas: Consumer Behavior
Brand Management
Integrated Marketing Communications
Business Research Methods
PhD Thesis area: Global Branding in Emerging Markets
Research Interest: Global Brand Management
Technology Adoption
Consumer Psychology
Education: Ph.D, IFHE Hyderabad, 2016
MBA, IBS Pune, ICFAI University, 2009



Professional Experience (8 Years)

1. Since 2009-present : IFHE Hyderabad
2. 2009: GCMMF LTD, India
3. 2009-2010: Fine Organics, India

Selected Journal Publications

1. Srivastava, A., and Dey, D. K. (2016). Brand analysis of global and local banks in India: a study of young consumers," *Journal of Indian Business Research*, 8, 1, 4-18.
2. Telang, A., Bhatt, G., and Srivastava, A. (2013). Export Intensity: A Study of the Indian Manufacturing Industry," *I-Manager's Journal on Management*, 8, 1, 34-40.

Selected Case Publications

1. Amul - Repositioning to Establish 'Youth Connect'. ICMR Case studies collection. March 2013.
2. Strategy and Structure of the Indian Tire Manufacturing Industry. IBS-CDC & ECCH Case studies collection. August 2014.