Faculty Profile

Name: Ramendra Pratap Singh
Designation: Assistant Professor
Teaching Areas: Consumer Behavior, Brand Management, Integrated Marketing Communication
Research interests: Celebrity endorsement, Sensory Marketing
Education: Ph.D., National Institute of Technology, Durgapur, 2018
MBA, National Institute of Technology, Durgapur, 2011
UGC-NET (Management)-2012

Professional Experience (8 Years)
1. Since September 2018 - IBS Hyderabad
2. 4 Years & 6 months of teaching experience
3. 4 Years & 2 months as a Research Scholar at NIT, Durgapur

Research/Selected Publications

