



Dr. Ashish Kumar Jha

Assistant Professor Experience: 13 years

Email ID: ashishkumarjha@its.edu.in

Qualification: Ph. D, MBA, BBA

Courses Taught: Consumer Behaviour, Marketing Management, Marketing Analytics

Area of Interest: Marketing Analytics and Marketing Management

Research work:

- Seven research papers published in National and International Journals
- Participated and Conducted in FDPs and MDPs
- Chaired sessions in International Conferences

Other Information:

- Co Conveyer in International Conference
- Co Conveyer in Business Summit