

Dr. Satish Kumar
Professor - Marketing

Experience: 15 years

Qualification: Ph. D, M.B.A, PGDCA

Courses Taught: Integrated Marketing Communication, Global Marketing, Strategic Brand Management, Marketing of Services, Sales and Distribution Management, Marketing Management

Area of Interest: Mass Communication, Behavioral Science, Marketing Management, Digital Marketing, Sales & Distribution Management, Brand Management, Strategic Management, Consumer Behavior and Business Communication

Research work:

- A case study titled "Gillette India: Sharpening the Innovation Edge in 21st Century" was published in 'Synergy', the bi-annual Journal of IT & Management, of Institute of Technology & Science, Ghaziabad (July, 2009)
- Kumar, Satish and Bansal, Harbhajan (2010). "Socio ethical impacts of endorsement advertising: An empirical analysis", BVIMR Management Edge, 3(2): 111-130
- Mehrotra Manoj, Kumar Satish and Bhattacharya Soumandu (2006)."A perspective of challenges in services marketing", Galgotias Busi – Tech Review, 1(1): 33-42
- Bansal, Harbhajan and Kumar, Satish (2008), "Impact of celebrity endorsement: A conceptual analysis", Synergy, 6(1):11-23
- Mehrotra, Manoj and Kumar, Satish (2008)," Issues in Global Brand Management", Business Research, May 2008: 8-21
- Dash, K Manoj and Kumar, Satish (2007), "Measuring Customer Satisfaction – in the banking industry with special reference to service quality model", Effulgence, 5(2):26-33
- Kumar, Satish and Bansal, Harbhajan (2008)," Effectiveness of endorsements in advertising – A Factor analysis approach", Effulgence, 6(2): 40-48.
- Bansal, Harbhajan and Kumar, Satish (2009), "Impact of endorsement advertising on buyer behavior: A Cross Gender Analysis", Effulgence, 7(1): 12-19
- Bajpai, V N and Kumar, Satish (2010)," Women entrepreneurs in India: Opportunities and Challenges", Effulgence, 8(1): 25-28.
- Kumar, Satish and Bajpai, V N (2011)," Celebrity Endorsement: A Gimmick or Reality", Wisdom 3(1): 58-68

Other Information:

- Successfully completed 12 weeks NPTEL Online Certification course in 'E – Business' with 'Gold Medal' grade from IIT - Kharagpur. I have been able to secure 90% marks and declared topper and only Gold Medalist in the course of 'E Business'.
- Presented a paper titled "Measuring Customer Satisfaction in Banking Industry with special reference to SERVOQUAL model" at National Conference organized by ITS, Ghaziabad held at India Habitat Center.
- Participated in Guru Mantra workshop on Analyzing and Writing Business Cases held at I.T.S, Ghaziabad.
- Attended a conference "Transforming India: What Next?" organized by DMA at India Habitat Center.
- Attended FDP on the topic "Data Analysis and Interpretation using SPSS" organized by ITS, Ghaziabad.
- Presented a paper titled "Factors influencing the effectiveness of endorsements in advertising" in Marketing Seminar organized by Chandigarh Business School, Mohali.
- Attended a National Conference on "Culture as Innovation – The search for creative power in Economies and Societies" organized by Bharati Vidyapeeth University Institute of Management & Research on 8th December, 2007.
- Attended a workshop on "CRM – A triad of people, process and technology" organized by AIMA at Hotel Metropolitan